

NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS
IN CONTEMPORARY FASHION

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NOT JUST A LABEL LAUNCHES SECOND ANNUAL ORIGIN PASSION AND BELIEFS FAIR

Fiera di Vicenza partners with NOT JUST A LABEL for the second annual ORIGIN PASSION & BELIEFS concept fair in Vicenza, Italy May 15 - May 18, 2015

NOT JUST A LABEL (NJAL), the pioneering authority in cultivation of fashion and accessories design talent, has partnered with Fiera di Vicenza (FdV), the leading organiser of trade shows and events to produce the second annual ORIGIN PASSION & BELIEFS concept fair.

Originally launched in May 2014, ORIGIN PASSION & BELIEFS was conceived in collaboration with Fiera di Vicenza President Matteo Marzotto and Stefan Siegel, Founder of NOT JUST A LABEL. The intention: to create an innovative fashion event pairing global independent design talent with Italy's most distinguished manufacturers.

Italy offers one of the most sophisticated artisanal and industrial eco-systems, however in need of an innovative and progressive format to engage with design creative internationally.

With over 18,000 independent design talents at hand, NJAL has strategically selected one hundred of its network's most innovative and celebrated designers from 36 countries and 50 cities.

ORIGIN PASSION & BELIEFS will run from May 15 - 18, 2015 in the city of Vicenza in the Veneto region of Northern Italy. The region is the heartbeat of Italian manufacturing and production. Thousands of Italian artisans, entrepreneurs and family owned businesses have called this area home for over seven hundred years. Seventh generation weavers, the finest leather goods manufacturers, jewellers and textile producers will join Italy's most modern and ground-breaking technology and 3D-printing giants.

"Made in Italy is synonymous with quality and luxury. I am passionate about Italian manufacturing. I believe it is our responsibility to stimulate our economy while welcoming the next generation of fashion stars." says Fiera di Vicenza President Matteo Marzotto.

"We have curated an unprecedented list from around the world. Designers from emerging markets such as Serbia, Ukraine, Brazil, Lebanon, Lithuania and Indonesia have been invited along with talent from the Italy, UK, USA, Canada, South Korea, Japan, Australia and many more. The designers were selected for their commercial viability, their commitment to handcraftsmanship, sustainability, and their point of differentiation. This is an amazing privilege and honor for the brands to meet with some of the industry's most notable leaders. Our goal is to empower artisanship and individuality and to combat fast fashion," says Stefan Siegel.

NOTES TO EDITORS:

ABOUT NOT JUST A LABEL:

NOT JUST A LABEL (NJAL) brings together contemporary, luxury fashion from over 18,000 emerging designers around the world, providing a unique digital and e-commerce platform to the global fashion community. Established in 2008, NOTJUSTALABEL.COM offers fashion-forward trendsetters access to limited edition collections and bespoke pieces from the world's most talented emerging designers. For designers, NJAL is a global community of the best and brightest in the industry. By opening up the global market for local designers, NJAL fosters future fashion talent by helping them to gain exposure and finance their progression independently. NJAL has a red carpet following of celebrities and tastemakers who seek out the newest trends and designs that can't be found anywhere else.

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