



NOT JUST A LABEL®

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FOR IMMEDIATE RELEASE

THE NJAL ORGANIC T-SHIRT COLLECTION

NOT JUST A LABEL LAUNCHES A LIMITED EDITION COLLECTION OF ORGANIC COTTON TEE'S IN PARTNERSHIP WITH NEW FASHION TALENT PATRICK MOHR, AOI KOTSUHIROI AND SPON DIOGO

NOTJUSTALABEL.com, the leading global business directory for the avant-garde fashion design industry, presents its first Organic Collection for Spring-Summer 2010.

Maintaining our strong focus on championing the industry's eco-fashion sector, our t-shirts are made from organic fair-trade cotton, meaning the fabric is void of any synthetic chemicals. As a company aiming to break the ground for the design of tomorrow, ethical production is the only way to go.

Since its beginnings in 2008, NOT JUST A LABEL (NJAL) has strived to support new fashion design talent from around the world by providing a destination site for consumers to reference and buy direct from their favourite new designers. As a limited edition offering NJAL have partnered with three very exciting new designers that currently showcase on the NJAL directory to create a unique collection of organic cotton t-shirts and tank tops featuring signature designs and prints by the designers. The handmade pieces feature a special embroidered label, detailing the designer's background and choice of design and each piece comes in a beautiful presentation box.

NJAL worked with three designers on the project, chosen for their unique sustainable sensibilities and eclectic style. **London based Japanese designer Aoi Kotsuhiro**i has applied her individual poetic imprint to the collection. The pristine yet powerful expression of her jewellery design is perfectly translated through print on her sheer cotton fabric 'Nowhere' Tank Top.

Patrick Mohr is one of Germany's most current and prominent designers; his loose-fitting t-shirt silhouette provides a perfect template for the style of the NJAL t-shirts. The simplistic graphic black and white fabric divide on both the t-shirt and tank gives a masculine edge and simplicity to these unisex styles.

Spon Diogo is the design duo that provided the unique print for the third unisex t-shirt. With the graphic and structured take on prints and cuts that is so characteristic of young Danish design, the Ying Yang t-shirt perfectly balances out the collection.

In addition to the ethical modes of production, t-shirts ordered from the collection will be delivered in custom designed sustainable packaging by **UPS**, the world's largest package delivery company. UPS will provide in-kind delivery of the orders placed via NOTJUSTALABEL.com. **Nick Basford, marketing director, UPS UK & Ireland**, commented: "Every day, UPS's expertise helps facilitate the movement of fashion goods around the globe. This project offers a unique opportunity to support the work of some of the world's most exciting new designers, while at the same time helping to promote a more sustainable and ethical industry, an aim UPS is wholly committed to as a company."

The NOT JUST A LABEL Organic T-Shirts will be available in a limited stock from our online shop NOTJUSTALABEL.com from Wednesday, 23rd June 2010 and priced at £55 / €65 each.

NOT JUST A LABEL aims to be the source and the epicentre for the creative part of the fashion industry. Since its launch in 2008, NJAL has grown to become a globally reaching designer directory and independent online retailer. With the launch of THE SHOP in May 2009, a unique connection between upcoming designers and the public was established; giving access to some of the best pieces of individual design to people all over the world.

UPS (NYSE:UPS) pursues a wide range of socially responsible and sustainable business practices designed to reduce its impact on the environment and improve communities around the world. UPS is included in the Dow Jones and FTSE4Good Sustainability Indexes, which evaluate corporations based on economic, environmental and social criteria. Headquartered in Atlanta, USA, UPS serves more than 200 countries and territories worldwide. The company can be found on the Web at www.ups.com. For more information about how UPS serves the fashion industry, go to www.upsalamode.com.

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