



NOT JUST A LABEL®

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NJAL WINS DRAPERS ETAIL AWARD

NOT JUST A LABEL PICKED UP THE PRIZE FOR BEST ETAIL INNOVATION AT LAST NIGHT'S DRAPERS ETAIL AWARDS, HELD AT ALTITUDE 360, LONDON

The best of the online fashion industry were recognised with a coveted Drapers Etail Award at the glamorous awards ceremony held at Altitude 360, London last night.

NOT JUST A LABEL ("NJAL") was praised for its unique concept in the online market: *"NJAL aims to take niche designer labels and premium brands to a global audience. Spotting a gap in the market, NOT JUST A LABEL provides a platform to showcase smaller collections in one place and with just one checkout. The innovative idea delivers a new audience to smaller businesses that otherwise may not have had the resources, technical knowledge or finance to start selling online. The site is designed to showcase the designers as well as their collections."*

Now in its third year, the Drapers Etail Awards, recognise and celebrate success and innovation in online fashion retailing.

The Awards proved to be a fantastic night. UK Beatboxing Champion, Beardyman, entertained guests and hosted the awards ceremony where canapés and cocktails flowed throughout the evening.

Jessica Brown, editor of Drapers magazine commented: *"The Drapers Etail Awards 2011, now in its third year, has evolved to reflect the rapid changes that have taken place in this dynamic sector over the last 12 months and this year, the judges were looking to reward the innovation that goes hand in hand with real results. I was amazed at the quality of entries, all winners and finalists should be very proud of their achievements."*

For more information on The Drapers Etail Awards go to www.drapersetailawards.co.uk.

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. NJAL helps designers gain exposure and finance their progression independently as well as providing an easily accessible retailing forum via our online shop. With over 16 million hits per month, representing over 5,000 designers from 88 countries worldwide and a red carpet celebrity following (think Lady GaGa, Rihanna and Fergie), NJAL looks to create trends, combat imitation, perpetuate innovation and infuse enthusiasm back into the industry of fashion.

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