



NOT JUST A LABEL®

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FOR IMMEDIATE RELEASE

NJAL CELEBRATES 3 YEARS WITH NEW WEBSITE

AFTER THREE YEARS SPENT AT THE FOREFRONT OF DIGITAL FASHION, NOT JUST A LABEL, THE LEADING GLOBAL RESOURCE FOR DISCOVERING AND SUPPORTING PIONEERS IN CONTEMPORARY DESIGN, ANNOUNCES THE RE-LAUNCH OF THEIR BOUNDARY PUSHING FASHION INDUSTRY STAPLE

Starting **Wednesday, 11 May 2011**, the NOT JUST A LABEL (NJAL) site will operate on the same principals: discovering the talents of tomorrow while nurturing the emerging stars of today - but in a completely new and state-of-the-art manner. By providing designers with even more opportunities to be showcased, and viewers with easier access to NJAL designers' latest collections, the new site offers an enhanced platform with exciting capabilities to promote avant-garde fashion.

NJAL has conquered the sea of unknown talent and wishes to bring to its ever-expanding community, a plethora of undiscovered treasure. In doing so, the company has successfully spearheaded the industry's search for raw talent and creativity in a stale market. To cement their position at the summit of a demanding industry, NJAL has designed a **new, cutting-edge website**, providing a more intimate and up-to-date resource for designers, industry professionals and shoppers.

Launched in 2008 as an eclectic start-up in East London, NJAL views the upcoming transformation as a way to **celebrate their third birthday** and as a transition to a mature company — a leading fashion incubator. To keep ahead of the times, the site offers new features that make navigation simple and bring more focus to showcasing designers from an ever-growing database (**over 6,000 designers from 88 countries**).

For press and media, the site offers a new designer directory, which allows accelerated access to the most exciting new talents, tailored to the industry's demands. A section showcasing the newest collections is a real-time avenue for finding new talent instantaneously, and an improved editorial section brings more focus to fashion journalism; honing in on topics not covered by mainstream media.

For designers, the new site offers more exposure opportunities and an improved retail function to finance their progression independently. It also provides a fresh platform to promote and publicise independent design with increased functionality.

For shoppers, the site has elevated its retail platform to a new level, with access to the world's most fashion-forward designs. Coinciding with the launch, exclusive collaborations with **London based designers** including **Katie Eary, The Rodnik Band** and **Fannie Schiavoni** will complete the transformation.

NJAL is a necessary tool for fashion design, which provides indispensable networking. The new site will push undiscovered talent forth with ease.

To view the re-launched website, please visit www.NOTJUSTALABEL.com

NOT JUST A LABEL (NJAL) is the world's leading designer platform for showcasing and nurturing today's pioneers in contemporary fashion. Set up in 2008 to infuse new life into fashion, NJAL was quick to become an indispensable tool for the industry; helping designers gain exposure and finance their progression independently by providing an easily accessible retailing forum via its online shop. NJAL is a creative hub with a red carpet following setting trends and perpetuating innovation. With over 16 million hits per month, NJAL is an infinitely expanding destination devoted to facilitating growth in the fashion industry.

NJAL's online shop offers a unique, curated selection of designer pieces and limited edition items from more than 6,000 emerging designers worldwide. After extensive market research and a finger on the design-pulse, NJAL believes consumers today are on the hunt for authentic luxury and individualism in fashion. Besides offering the most sought-after creations, NJAL occasionally invites celebrities or key industry figures to join in the selection process, resulting in inspiring and unmatched collections.

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