



NOT JUST A LABEL®

CONTACT: STEFAN SIEGEL / MARIEL REED
TEL: +44 20 7193 5749
EMAIL: PRESS@NOTJUSTALABEL.COM
TWITTER: @NOTJUSTALABEL / @WALLPAPERMAG #GRADS

FOR IMMEDIATE RELEASE

WALLPAPER* AND NJAL SELECT FASHION'S UP & COMING FOR 2012

A COLLECTION OF PIECES FROM THE FASHION GRADUATES SELECTED IN PARTNERSHIP WITH NJAL FOR WALLPAPER* MAGAZINE'S NEW GRADUATE DIRECTORY WILL BE SOLD EXCLUSIVELY ON NJAL'S E-SHOP FOR CHRISTMAS.

Wallpaper* magazine and NOT JUST A LABEL (NJAL) join forces in showcasing this year's best fashion design students for the Graduate Directory 2012. The Graduate Directory will be published in the January issue of Wallpaper*, which is available 8th December 2011. In conjunction with the partnership, Wallpaper*, the leading international design magazine, and NOT JUST A LABEL, have curated a special collection featuring products from each graduate, which is exclusively available on NJAL's Online Shop.

Every December, Wallpaper* issues its renowned Graduate Directory in print and online, which highlights the year's best graduates from various design arenas, including fashion, design and architecture. By working together to find the designers who most exemplify talent, skill and innovation in fashion design, Wallpaper* and NJAL were able to create an extraordinary assemblage. Taking the world's most esteemed design schools and NJAL's extensive database featuring over 7,000 fashion designers into account, Wallpaper* and NJAL selected a shortlist of 50 former students from 36 schools in 22 countries around the globe including Denmark, Mexico, Croatia and China. With further research from both parties, 13 of the most outstanding graduates from 2011 were selected to showcase in the magazine's critical round up of tomorrow's most promising talents.

To celebrate and honour the graduates who have been selected for the directory, NJAL is proud to introduce the **Wallpaper* Grads subsection of the Online Shop**. Taking a new spin on the Christmas shopping experience, NJAL is offering shoppers access to some of the most exclusive and highly sought after designs. The Wallpaper* Grads shop on NJAL will include a carefully selected collection of pieces from each fashion designer featured in the Graduate Directory.

NJAL aims to steer emerging fashion designers towards success and act as a media liaison. NJAL is honoured to be working in partnership with the prestigious publication to give designers exposure and introduce them in to the design world.

To view the the Wallpaper* Graduate Directory as well as the specially created E-Shop on NJAL please visit www.WALLPAPER.com and www.NOTJUSTALABEL.com respectively.

The selected graduates are: Aus Dem (Italy), Brian Suter-Maury (USA), Daniel Hurlin (France), Dinu Bodiciu (UK), Hannah Taylor (UK), Julie Eilenberger (Germany), Matthias Weber (Belgium), Myrza de Muynck (UK), Niels Peeraer (France), Nouio Tri (Taiwan), Saskia Schijen (UK), Victoria Spruce (UK), Vivienne Appelius (Germany)

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 7,000 carefully selected designers from over 90 countries, NJAL is an infinitely expanding destination devoted to facilitating growth in the fashion industry.

Truly international, consistently intelligent and hugely influential, **Wallpaper*** is the world's most important design and style magazine. It attracts the most sophisticated global audience by constantly pushing into new creative territories and ensuring its coverage of everything from architecture to motoring, fashion to travel, and interiors to jewellery remains unrivalled. Wallpaper* has readers in 93 countries and has enjoyed unparalleled success in reaching the design elite right across the globe. To Wallpaper*, the world is one seamless marketplace, where consumers flit from one destination to the next, easily cross physical borders and cultural divides, and flirt with a variety of different brands, both established and undiscovered. With 12 themed issues a year, a limited-edition cover by a different artist or designer each month, half a million Twitter followers and a monthly iPad edition, Wallpaper* has evolved from style bible to internationally recognised brand.

###

All press enquiries: press@notjustalabel.com