



NOT JUST A LABEL®

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A 4C Service

WGSN NAMED OFFICIAL TREND PARTNER FOR NJAL

FOR ITS 4TH BIRTHDAY, NJAL PARTNERS WITH WGSN TO OFFER ITS EXCLUSIVE CONTENT TO EMERGING DESIGNERS. STARTING 15TH MAY 2012, NJAL WILL OFFER FULL WGSN SUBSCRIPTIONS TO ITS DESIGNERS INTERNATIONALLY

NOT JUST A LABEL (NJAL) has partnered with WGSN, the world's leading online trend-analysis and research service, to offer authoritative, cutting-edge and engaging content to its designers. NJAL provides its designers with the best possible assistance in creating and maintaining independent fashion labels. In celebration of **NJAL's 4th Anniversary**, which is celebrated this month, NJAL offers its designers an exclusive rate for a full subscription to WGSN. With the help of WGSN, designers will now be able to gather essential research, sourced from all over the world to support their design processes.

Running and maintaining a fashion business requires prior knowledge of what's to come in the industry. As a young designer, the resources provided by WGSN are fundamental to the success and progression of a label.

"This is a match made in heaven!" says **WGSN Senior Trend Editor Jacqui Ma**, "WGSN has always been dedicated to fostering future talent and NOT JUST A LABEL is a global hub of creativity. WGSN is all about saving time and reducing risk and this aligns perfectly with NJAL's digital platform, connecting the industry and consumers directly to designers. This is an exciting partnership with great potential for both parties."

Stefan Siegel, founder of NJAL, comments "This partnership is a **huge stepping-stone in support for young designers**. WGSN and NJAL are now providing exactly what a young designer needs to succeed in this highly competitive industry. By providing accurate, integral information at an affordable rate, this partnership has placed young designers on par with the major luxury houses that use this same service."

At a highly discounted rate, WGSN will provide NJAL's members with affordable access to its global market-leading trend forecasting and analyses to gain inspiration and direction to support their design processes. The promotion is geared toward helping young designers develop their business and therefore is **exclusively available to NJAL designers**. Members receive **access to WGSN's full features** including: future design direction looking up to 24 months ahead of the season, colour and material reports, textile swatches that connect the user with manufacturers for particular prints or fabrics, Pantone colour referencing guide, 22,000 Catwalk photos per season, packaging and branding templates, 10,000 downloadable CADs, definitive guide to more than 105 of the world's most fashionable cities, an international fashion calendar and a store directory listing crucial contacts for buyers internationally.

Tutorials and personal demonstrations will be available to NJAL's emerging designers to ensure they get the most out of this exciting collaboration.

For further information, or to purchase a subscription please visit
www.NOTJUSTALABEL.com/WGSN

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 8,500 carefully selected designers from over 95 countries, NJAL is an infinitely expanding destination devoted to facilitating growth in the fashion industry.

WGSN is the world's leading trend forecaster. The company enables over 38,000 subscribers to make brilliant design decisions every day by identifying and analysing the trends that will shape commercially successful products and services in the future. WGSN's inspiration and insight are available through online subscriptions to a variety of state-of-the-art digital tools and through bespoke consultancy services. WGSN is a 4C Service.