



NOT JUST A LABEL®

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FOR IMMEDIATE RELEASE

NJAL ONLINE STORE LAUNCH

NOT JUST A LABEL GIVES BIRTH TO A NEW KIND OF SHOPPING EXPERIENCE OFFERING UNIQUE, ONE-OFF DESIGNER GARMENTS. ADDICTS AND ADMIRERS ALIKE NOW HAVE THE OPPORTUNITY TO PURCHASE SPECIAL AND LIMITED EDITION PIECES FROM DESIGNERS RECOGNISED AS THE LEADERS IN AVANT-GARDE FASHION

NJAL is the London based online platform for emerging graduates and design talent, counting more than a thousand fashion designers from over forty countries. **THE SHOP** is a new online initiative launching **May 28th** and will offer one-off pieces from designers like **Ute Ploier, Anna Aichinger, Husam El Odeh** and many others.

The first to host THE SHOP is **Robin Schulié**, head-buyer of the iconic **Maria Luisa store in Paris** and **Unit F**, the Austrian Association for Contemporary fashion. **Diane Pernet**, editor of cult-favourite blog, **A Shaded View On Fashion**, and founder of **ASVOFF**, fashion film festival, has been announced as our host in July.

Each consecutive month thereafter will be headed by another leading industry figure.

During its first month THE SHOP collaborates with Unit F, highlighting a long running, star-studded design industry in Austria. The fashion-set includes designers like Helmut Lang, one of the most iconic designers of our time. **Tomasz Donocik, Awareness & Consciousness** and **Ute Ploier** are just some of the prominent Austrian designers available from the NJAL Guerilla Store.

THE SHOP is a fresh online concept providing access to unobtainable designer pieces from a wide selection of fashion brands.

THE SHOP will launch on the **28th day in May** together with the **9 festival for fashion & photography** in Vienna, initiated and organized by Unit F büro für mode.

UTE PLOIER (VIENNA) | SPREVIEW (ROME) | HUSAM EL ODEH (LONDON) | VIBE JOHANSSON (COPENHAGEN) | TOMASZ DONOCIK (LONDON) | SCHIPPER ARQUES (ANTWERP) | ANNA AICHINGER (VIENNA) | ANUSCHKA HOEVENER (BERLIN) | AWARENESS & CONSCIOUSNESS (VIENNA) | MAAIKE MEKKING (LONDON) | NEUROTICA (LONDON) | SERGUEI POVAGUIN (BARCELONA) | WILFRIED MAYER (VIENNA) | MONO CLOTHING (TORONTO) | ANTOANETASTEREVADESIGN (VIENNA) | PIA STANCHINA (LONDON) | ZSOFIA WEBER (LONDON) | SOPHIE GITTINS (LONDON) | ANSTECKEND (VIENNA) | SEELENKLEID (BERLIN) | GEOFFREY B. SMALL (PARIS) | ELEVENTH COMMANDMENT (SYDNEY) | RENE GURSKOV (COPENHAGEN) | BIPONE (VIENNA) | DAVORKA POZGAN (LUBLIJANA) | SUSANNE HAMMER (VIENNA) | KOJI HORIGOME (LONDON) | IRINA ROHPETER (BERLIN) | ADA ZANDITON (LONDON) | ANDREA KLUSENER (DÜSSELDORF) | JIWON JAHNG (LONDON) | ALEXANDER KOUTNY (NEW YORK) | HEIDI MOTTRAM (LONDON) | KVAST (BERLIN) | SU PEI HO (LONDON) | RINGLEADER (LONDON) | +0 BY MEHMETLI NEUHAUSER (VIENNA) | PARTYNOIRE (BUCAREST) | CHRISTIAN WESTPHAL (COPENHAGEN) | PATRZIA BELSITO (MILAN) | SHAKKEI (VIENNA) | NAOKO OGAWA (BERLIN) | BRANDMAIR (VIENNA) | SPON DIOGO (COPENHAGEN) | KISA (LONDON)

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NOT JUST A LABEL (www.notjustalabel.com) is the leading global business directory for showcasing the fashion designers of today, nurturing the upcoming talents of tomorrow. Through an unlimited global showroom, matching demand and supply with individuality, creativity, diversity and talent, NOT JUST A LABEL provides a free tool that can be used by designers to present themselves along with their collections.

Various online features such as the "Request For Quote" facilitate an interaction between press, buyers and over 1,000 designers from 42 countries around the world. Other tools include Job Listings, a Fashion School directory, and various opportunities for the industry to reach and interact with a global community of trend setters.

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