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**COLLECTION N°1 BY NJAL //**  
**NOT JUST A LABEL LAUNCHES FIRST SUSTAINABLE COLLECTION: BY DESIGNERS AND FOR DESIGNERS**

For more than a decade, Not Just A Label (NJAL) has represented over 50,000 emerging designers spanning across 150 countries, making it the world's largest digital platform for the industry to discover and consumers to purchase fashion pieces that are not yet available anywhere else. Now for the first time, **NJAL launches Collection N°1** – its own collection that represents the global community of designers that have been a pillar of NJAL.

The height of the COVID-19 pandemic resulted in lockdowns, so many designers and artists faced tremendous challenges but continued to find ways to create and produce in their studios. Inspired by their passion and tenacity, NJAL is launching a collection of "**atelier work uniforms**" as a way to give back to the community and contribute funding to its operation.

One of the most unique aspects of this collection is the community-based effort in the design process: a questionnaire was sent out to 1,000 designers in the NJAL network specifically asking for what they wish to see in the collection. Their responses were then curated by Product Designer Hande Sadic, who in the past managed product segments for labels such as Alexander McQueen, Victoria Beckham, Marimekko, and Mary Katrantzou. Some of the major design elements based on the feedback include practicality, comfort, ease in mobility, and minimalism. The designers also seek the production to be made using an eco-conscious approach.

The collective input by 1,000 designers resulted in an **8-piece collection** which consists of modern and functional basics. The pieces come in **five colours** (eco orange, rubia, leafy green, off-white, and black). Each piece, including a statement Atelier jacket, is designed with utility details such as reinforced/hidden pockets for scissors, headphones, notepads and various objects that creatives carry around their studios.

Importantly, the collection was made in the most sustainable way garments can be produced today: the fabric is a mixture of **recycled cotton and organic cotton**, and the dyeing process was all natural using only **botanical (dissected flowers, tree bark, and leaves) sources**. To eliminate waste production and potential overstock, all garments were manufactured in Portugal as a highly limited collection.

**Available on April 28<sup>th</sup> at [shop.notjustalabel.com](http://shop.notjustalabel.com)**, the first NJAL collection is a first-of-its-kind fashion project. It is an example that, despite adversity, the global community could still come together, chime in with ideas, and create something truly special.

**ABOUT NJAL**

NOT JUST A LABEL (NJAL) is the world's leading designer platform showcasing and nurturing the largest global network of pioneers in contemporary fashion. Today NJAL represents over 50,000 designers from more than 150 countries and is an infinitely expanding destination devoted to facilitating growth in the fashion industry. Established in 2008, to infuse new life into the fashion system, NJAL provides designers a platform where they can connect with a global audience and showcase their designers at no cost, as well as finance their progression independently from anywhere in the world. NJAL encourages designers to produce fashion that is sustainable and supports local communities and artisanal craftsmanship. NJAL has pioneered a revolutionary approach to the fashion industry, outside of politics and the tired existing systems that are detrimental to the growth and integrity of its designers. NJAL has an extensive following of celebrities and tastemakers who seek out the newest trends and designs that can't be found anywhere else.

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