

Your essential Label

The debut of young branded fashion show Label will be a must-visit event for the sector, with a swathe of exciting brand signed up, from old favourites to fresh, innovative newcomers

The inaugural edition of young branded fashion show Label is set to be an exciting one, with a number of amazing brands signed up and show partners secured.

Junk Food has selected Label as its only UK show this season. A favourite among celebrities, Junk Food offers a full lifestyle collection with more than 100 licences for men and kids. It is stocked in more than 4,000 retailers worldwide including top boutiques and department stores such as Harvey Nichols, Selfridges, Bloomingdale's and Saks Fifth Avenue.

Paul Frank will exhibit its menswear and womenswear, as well as launching a footwear range. Its clothing offer will include nearly 300 new pieces as well as denim. Alongside its existing slippers range, Paul Frank has introduced wellies for the festival season, boots for the rock look, plus boating shoes, sneakers, on-trend brogues and hi-tops.

Big advantage

The brand's sales director, Mara Pierantozzi, says: "Paul Frank is excited to exhibit at Label. It is the obvious choice for a UK trade show as the proposition seems spot on, and its co-location with Pure London is also a big advantage as that show already attracts the type of buyers we're interested in seeing."

Vice magazine has been confirmed, alongside *Drapers*, as an official media partner at Label. Vice is a trend-defining youth media company with a following of millions across 22 countries.

Streetwear brand Bench will also show at Label. It is at the heart of British urban fashion culture, inspired by music and culture. Its autumn 10 men's range is a mix of reworked traditional styles and innovative conceptual pieces; while womenswear represents a shift towards a more fashion-forward offer.

Seventyseven, also at Label, is one of the UK's premium independent streetwear labels, closely linked to the DJ scene due to its music-influenced clothing. The label offers a fresh, innovative approach to essential street and casual wear. It delivers two full



Show information

When February 14-16. Sunday and Monday 9.30am to 7pm, Tuesday 9.30am to 4pm

Where Kensington Olympia, off Hammersmith Road, London

Who should attend Retailers that stock unisex or men's young fashion brands, such as Bench, Junk Food, Paul Frank, Monkee Genes

Partners *Drapers*, WGSN, Vice

Highlights Gaming Lounge; networking drinks on Sunday and Monday hosted by Christian Audigier Wines; co-location with Pure London, which offers more than 160 womenswear and young fashion accessories brands

Monkeying around: indie favourite Paul Frank will exhibit up to 300 new pieces at the Label show

seasonal collections a year plus mid-season injection ranges and limited edition treats.

Ethical denim brand Monkee Genes will also show at Label. Its innovative fits and styles come in top-of-the-range fabrics, and it offers classic denims with a retro twist and luscious sateen in pop art-inspired colours.

Ahead of the game

Joystick Junkies also joins the line-up. A fusion of digital pop culture and contemporary street fashion, the label is one of the UK's most exciting streetwear labels. Its stand will also feature a gaming lounge where buyers can take a break and test their gaming skills.

Label has also secured Christian Audigier Wines as a show partner. Audigier's striking bottle designs, inspired by his rock 'n' roll style and Hollywood glam, can be seen in the world's most exclusive bars. Be sure to pay a visit to the Label Bar to see this style for yourself. Buyers are invited to networking drinks from 3pm to 4pm on February 14 and 15.

Vacant and Pretty Vacant will also be exhibiting. Director Simon Lomond says: "We've chosen to show Vacant and Pretty Vacant at Label as there has been a void in the unisex branded fashion platform in the UK since the demise of 40 Degrees. I feel a dedicated show which has vibrancy and direction is essential in today's market and Vacant is happy to support Label in establishing this."

Next door in Pure London's Spirit section, buyers will also be able to source from more than 160 women's young fashion brands. Top brands include Fly53, which will be launching its womenswear collection, Fly London, which will showcase its first clothing range, MinkPink and One Teaspoon, showing for the first time in the UK, plus industry favourites Yumi and Motel. ●

To register for free buyer tickets visit www.label-uk.com. For information regarding exhibiting at Label, contact Kelly Pey on 020 7728 3511