

# Adi Lev, laureate of the 2106 Mediterranean Fashion Prize (MFP), talking about the Not Just A Label (NJAL) platform

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During the #OPENMYMED event organised by the Maison Méditerranéenne des Métiers de la Mode (MMMM) at the [Villa Méditerranée on 20 May](#), the 20 laureates of the 2016 editions of the Mediterranean Fashion Prize (MFP) and M Major competitions were present along with professionals from the fashion industry, including journalists, experts and buyers.

Among them was Amandine Piango, who arrived straight from London where the Head Office of Not Just A Label (**NJAL**) is located. NJAL is an e-commerce platform specialising in the creations of emerging fashion designers from around the world, and is a partner of the MMMM.

[Adi Lev](#), laureate of the 2016 Mediterranean Fashion Prize (**MFP**) 2016 has become noticed for her sombre creations which challenge traditional body piercing jewellery. The geometric lines of each jewel for the nose, mouth or ear, float just above the surface of the body and are made from precious and noble materials. She is now present on the NJAL platform.

The Israeli jewellery designer will also participate in the next three seasons' "**Who's Next**" and "**Première Classe**" trade fairs in Paris. [This year the former had the Mediterranean as its main theme.](#)