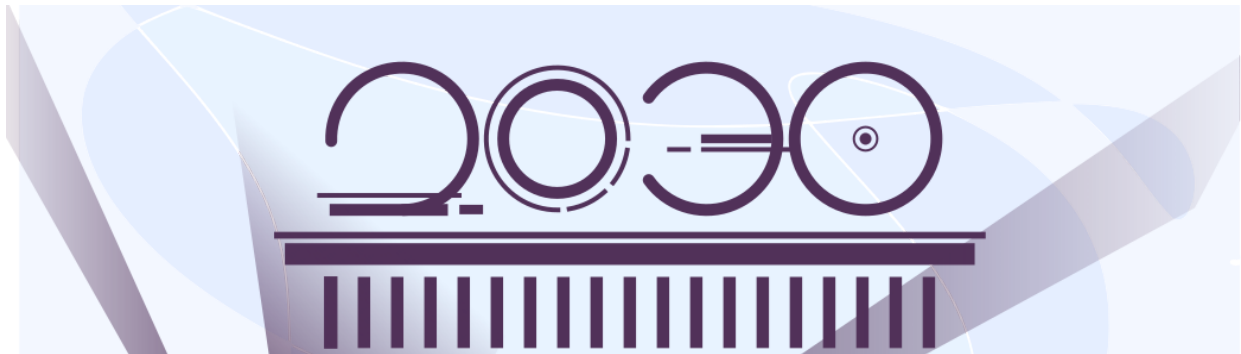


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For immediate release

Art-Deco Fashion; Launch of ~{2030}~, the New Collection from Effy By Design.

Shanghai, China, 2021 September 13th: Earlier this week, flexible fashion brand Effy By Design unveiled their latest collection, in a showcase organized in their Shanghai Huangpu's boutique. The collection surprised the audience with a set of looks merging timeless art-deco with futurist elements.

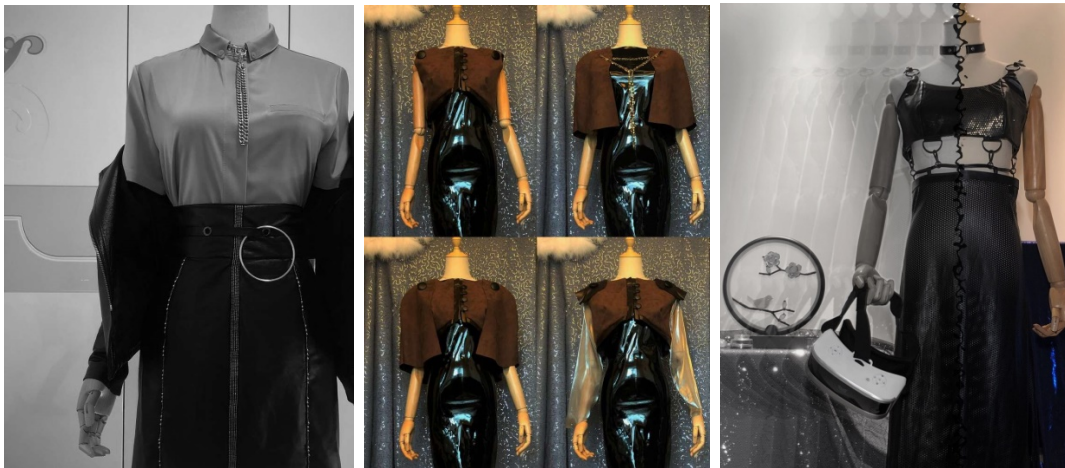


“Shanghai is filled with late 30s’ art-deco buildings, squeezed between futuristic skyscrapers. Almost a hiccup of history; it’s daunting to see all these stubborn lines rising, trying to dominate the future. So this collection is a warning, binding silhouettes in idealistic grandeur.”

(Effy H, designer and creator of the brand.)

The collection, entitled ~{2030}~, builds on strong lines, clinching curves, and geometric patterns, to create art-deco styles. New creations also keep Effy By Design’s signature flexibility, with most items having several looks.

During the event, the brand previewed eight new pieces, including acclaimed sets 'Plethora', 'Paramount' and 'Phantasm'. 'Plethora' was the most versatile of all sets, with a reversible black and brown bodycon, and a matching bolero jacket with removable sleeves and capelet, creating a dramatic waistline. 'Phantasm' received praise from the audience for its futuristic look, with an art-deco reversible brassiere styled with a removable black leather holed dress.



A virtual showroom of the collection is available on Effy By Design's website. **The brand will officially launch the pre-order campaign on September 15th, with a 10% discount for early birds, available through Effy By Design online boutique (<https://effycreations.com/shop/>).** The full collection will be released on September 30th through retail partners worldwide.

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About Effy By Design:

Effy By Design is a brand created in Shanghai by fashion designer Effy H. Effy By Design focuses on flexible clothing for women, with daring and elegant clothes made to last. Previous collection includes 'Eau~水~Water', 'Accountable', 'Mauving On...' or 'Industrial Latex!'. Creations are available worldwide through retail partners, or on Effy By Design online shop at <https://effycreations.com/shop/>.

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