



Kimiko Fisika, A New California-Based Fashion Brand Is Launched For The Growing Chinese Market

For Immediate Release

SAN FRANCISCO/EWORLDWIRE/May 9, 2006 --- Kimiko fisika (www.kimikofisika.com), a San Francisco-based lifestyle clothing brand is creating its first collection *the San Francisco experience BY kimiko fisika* specifically for the Chinese market. The collection is scheduled to launch in China this Fall. As China's economy continues to grow, Chinese consumers are spending more of their disposable income on apparel. As they become more sophisticated, they seek out the higher-end design aesthetic of western brands that has traditionally been unavailable from cost-conscious local designers and manufacturers.

"Quite a few western apparel brands already have a footprint in China. At best, these brands tend to tweak their product for Chinese consumers and at worse, they sell it as is. Kimiko fisika is unique in that we created our brand specifically with China's sensibilities in mind." says Thierry Zamora, CEO and founder of kimiko fisika. "The Chinese consumer is more individualistic than we think. Logo value is important. And while western-based lifestyle goods are still aspirational, deeply rooted cultural traits need to be considered" Zamora says. "Kimiko fisika markets a California-lifestyle that's highly desirable to successful Chinese consumers. Our designs are modern, simple and versatile and appeal to a nascent Chinese active professional lifestyle. We have created our brand to embody success in a way that the Chinese consumer can relate to and our pricing strategy reflects this thinking. Prices are upscale but accessible to an upper middle class Chinese household."

Kimiko fisika (www.kimikofisika.com) is a San-Francisco-based lifestyle apparel brand. The company designs streamlined and versatile clothes for professional, active men and women. Kimiko fisika will be launching its first collection *the San Francisco experience BY kimiko fisika* in China this coming Fall.

For more information, please contact Thierry Zamora at tzamora@kimikofisika.com.

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KEYWORDS: fashion, collection, design, designer, san francisco, china, apparel, brand, fashion, collection, designer, china, chinese, lifestyle, apparel

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SOURCE: kimiko fisika