



Kimiko Fisika Shows Its Collection At The Hyphen-Sponsored Asian American Man Of The Year Contest

New collection will be tested before its fall introduction in China.

For Immediate Release

SAN FRANCISCO/EWORLDWIRE/May 16, 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 Asian market. The collection will be shown for the first time at the "Mr. Hyphen" contest and fashion show taking place in California at the Oakland Asian American Cultural Center on May 19. The show, organized by Hyphen Magazine, celebrates Asian American accomplishments in the community.

"This is very exciting for us," said Thierry Zamora, founder and CEO of kimiko fisika. "The event is perfectly aligned with our brand promise and business objective. Since this first collection was designed specifically to appeal to Asian sensibilities for our fall launch in China, it will be very interesting to see how the clothes are received in the Asian-American community here."

Recently, some Asian markets have been experiencing considerable economic growth. The resulting personal wealth accumulation is increasing demand for upscale and luxury products of all kinds. "In the apparel industry, quite a few local manufacturers lack the design and branding know-how to create and market the desirable, higher priced collections that are now in demand. Kimiko fisika was created to meet Asian demand for a well designed, appropriately positioned clothing brand," said Zamora, "We think our collection strikes the right balance between Western lifestyle and specific Asian needs and wants."

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, contact Thierry Zamora at tzamora@kimikofisika.com.

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