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FEBRUARY 07, 2014

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You are now based in Shanghai, how or why did you pick this city?

Emily: We chose Shanghai because it's an optimistic place with a lot of growth. There is a lot happening here, and it's great to be a part of it.

What is a signature design element in your brand?

Emily: Our design element that will always remain is innovation. We prefer not to get attached to anything in particular since our designs will always evolve to remain relevant.

Who is the EK girl?

Emily: The EK girl strives for a balance of brains and looks. She is both, intelligent and stylish.

**What was the inspiration for the current collection?**

Emily: Our visual inspiration for the patterns found in this collection came from reptile skin. We wanted something bold, but sexy and feminine. We also found inspiration on classic silhouettes, which complimented and highlighted the stitch detail.

When will the next collection launch?

Emily: We are focusing on a full collection for fall 2014 that will have 15-20 pieces, which for us means 30-40 looks since each piece is reversible.

Where can we buy EK?

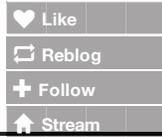
You can currently buy EK|Reversible at AK Collection at 1285 HuaiHai Middle Road near ChangShu Road, Suite #31 back door. (Across from #36) Chinese address: 上海市淮海中路近常熟路, 1285弄, 31号的后门 (在36号对面) Call Sherry for hours: +86 139 1715 4414

We are also working on a [Taobao store](#) where you can purchase the collection online. Pieces will be available online starting in March, prices range from about 600-1000 RMB.

by: [chusandy](#)

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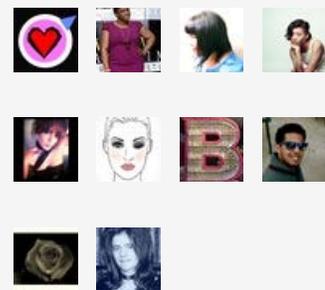
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