

ida pyk ss 2011

Ida Pyk launches a limited line of T-shirts.

The collection includes statements based on her hit T-shirt *i am like a model*. A design Elin Kling, Veronica Maggio and supermodel Lydia Hearst already wears.

This time, "*I am like a model, blogger etc. Am working on my new design colab too*" appears on her T-shirt.

- No, it was not Elin Kling who said it. But it does appear on new T-shirt, says Ida Pyk.

Once again, the designer encapsulates her love for art, culture, fashion.... and fun.

The collection is a limited edition coming out spring 2011.

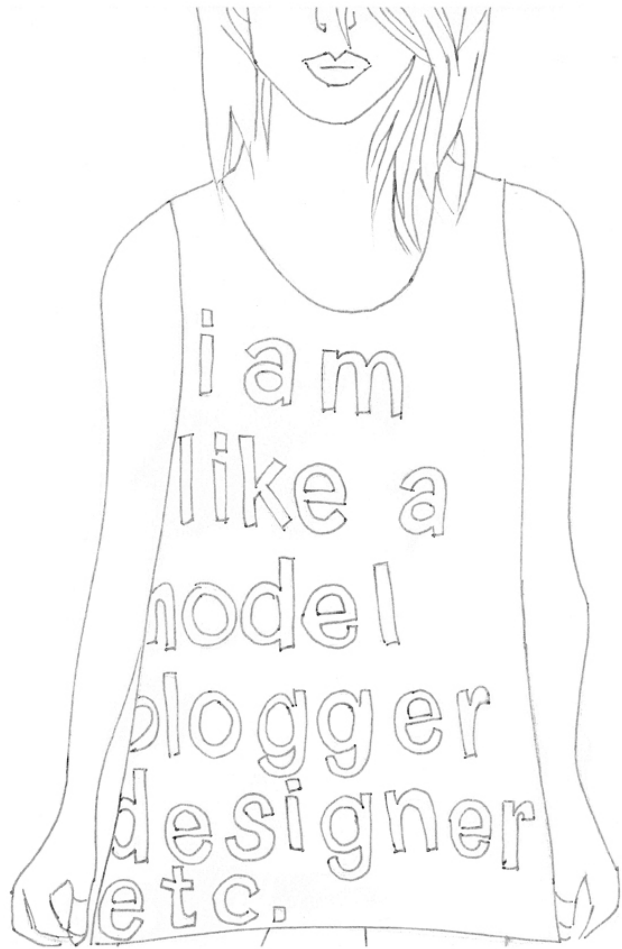
Ida Pyk is a writer, designer and provocateur. She founded her label in Stockholm 2009. The aim is to reflect the times in which we live.

In August 2010 Ida Pyk took home the *Rookie of the Year 2010* award by the Swedish Fashion Council.

Elle Magazine named her Best Dressed Women for her fashion statements 2009. Ida Pyk has been featured in Marie Claire China, ELLE, Bon Magazine, The Daily News and many more.

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The collection includes T-shirts and linen with statements. The garments are vintage, numbered and handmade by the artist. This is an environmental and economic choice. All styles are available in black or gray.

#### Statements

##### # 1.

i am like a model, blogger, designer etc.  
(front). am working on my new album too.  
(back)

##### # 2

i am like a model, blogger etc. (front). am  
working on my new design colab too (back).  
NEW!

##### #3

i am like a blogger, designer, singer etc.  
(front). have done some modeling too (back).  
NEW!

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**J&PK**

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