



For Immediate Release

## **n3u announces launch of futuristic accessory collection**

**“N-01” by n3u combines science with design along with a dystopian perspective to create futuristic accessories**

**7th, December, Singapore:** n3u, launches its debut collection “**N-01**”, a collection of experimental, daring and conceptual accessories. Finding its muse in the unknown galaxies of the vast universe, it attempts to bring customers to a ‘**New World Order**’ and transports you to the landscapes of an unprecedented planet, viewed through a distorted lens. The five piece accessory collection merges the anatomy of the human body, elements of chemistry and the laws of physics with the principles of design.

n3u is an accessories label intent on questioning the parameters of what is considered aesthetically pleasing while seeking comfort in the realms of discomfort and dystopia. As stated by Yeo Tian Poh, the brand’s Creative Director, “*n3u, through its unique accessories, n3u wishes customers to openly embrace their idiosyncrasies and challenge societal norms of what is considered ‘aesthetic.’*” The debut collection “N-01” is introduced keeping the brand’s mission in mind.

“N-01” will be available at Dover’s Street Market Singapore at an interactive pop-up exhibition ‘Phantasm’ from **2:00 pm to 8:00 pm** on the **7th to 9th of December**. The pop-up space creates the interactive element using virtual reality technology that allows customers to view an uncharted planet of another galaxy. To view the accessories before purchasing, customers can make use of augmented reality technology. Stocks of the accessories will also be available online via n3u’s website.

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*n3u aims to design unique accessories that push the boundaries of how people can express themselves, celebrate their eccentricities and simultaneously challenge the limits of beautiful and aesthetically pleasing. Through its niche market, n3u allows its customers to embrace comfort in the idea of discomfort and escape reality through the concept of chaos.*