

# Urban Underground Showcase for Young Designers



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Press Release Author = Robby Sur / [Yukka.co.uk](http://Yukka.co.uk)

Industry = [Apparel & Fashion](#)

Press Release Summary = YOUNG fashion designers are being offered the chance to showcase their work at Britain's largest online urban store.

Press Release Body = YOUNG fashion designers are being offered the chance to showcase their work at Britain's largest online urban store. Their brands will sit alongside other rags-to-riches labels like RocaWear, Baby Phat and ECKO on the Urban Boutique - [Yukka.co.uk](http://Yukka.co.uk) - which attracts 10,000 individual visitors every day.

The up-and-coming urban and hip hop fashion businesses become part of the online UrbanUnderground which will be dedicated to selling streetwear fashion from Britain and Europe when it launches in the summer.



Urban clothing expert Robby Sur, managing director of [www.yukka.co.uk](http://www.yukka.co.uk), said: "We appreciate just how hard it is for brands to survive and grow, so we're carefully selecting a small range of fresh and creative labels to sell on Yukka. "This is a fantastic opportunity for young urban fashion designers because the new labels will benefit from association with global brands such as Ed Hardy, LRG, King Apparel, Zoo York and Akademiks, to name just a few."

Young designers are being asked to send, to **UrbanUnderground@yukka.co.uk**, brief biographies of themselves and their brands, images of their products, and full business details. In addition to Yukka.co.uk, Yukka Limited has a range of online urban fashion businesses, including: [www.footwearfreaks.com](http://www.footwearfreaks.com) which leans towards limited edition and exclusive footwear for both men and women, not usually available on the high street from brands such as Akademiks, Phat Farm, Baby Phat, JB Classics, Ed Hardy and Run Athletics. [www.handbagscoop.com](http://www.handbagscoop.com) which focuses on the latest designer urban fashion in women's accessories, featuring handbags, purses, and wallets from RocaWear and Baby Phat.

**Web Site = <http://www.yukka.co.uk>**

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