

# Yukka Fills Gap In Urban Fashion With Own Range



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

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**Press Release Summary: BRITAIN'S premier online urban clothing boutique is filling a void in the niche area of streetwear fashion by launching its own branded clothing range.**



Press Release Body: YUKKA FILLS GAP IN URBAN FASHION WITH OWN RANGE

BRITAIN'S premier online urban clothing boutique is filling a void in the niche area of streetwear fashion by launching its own branded clothing range.

With traditional shops under pressure because of the economic downturn, the new range from **Yukka** will retail at between £10 and £15, plugging a gap in the market.

The launch collection features 22 different high quality t-shirts with on trend edgy designs which will be sold exclusively through the online Yukka group consisting of [www.yukka.co.uk](http://www.yukka.co.uk), [www.yukkadeluxe.com](http://www.yukkadeluxe.com) and now [www.yukkaUSA.com](http://www.yukkaUSA.com).

**Yukka's managing director Robby Sur** said: *"This collection meets the demand in the market at a price point level for customers looking to buy into the exclusive nature of today's streetwear and urban brands.*

*"Each piece will be limited 300 units worldwide with no re-runs, with new designs turning over every 6-8 weeks"*

*"The range represents a change in our business model, allowing us to progress towards a more controlled distribution channel and create a much more commercially viable and scalable business."*

The brand will sit next to other exclusive streetwear brands from, among many others, Ed Hardy, Addict, Ecko, RocaWear, L-R-G, Artful Dodger, Junk Food and Converse.

See the new **Yukka** range at <http://www.yukka.co.uk/>.

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

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