

The Stones are Wrong: You Can Always Get What You Want at GINIK

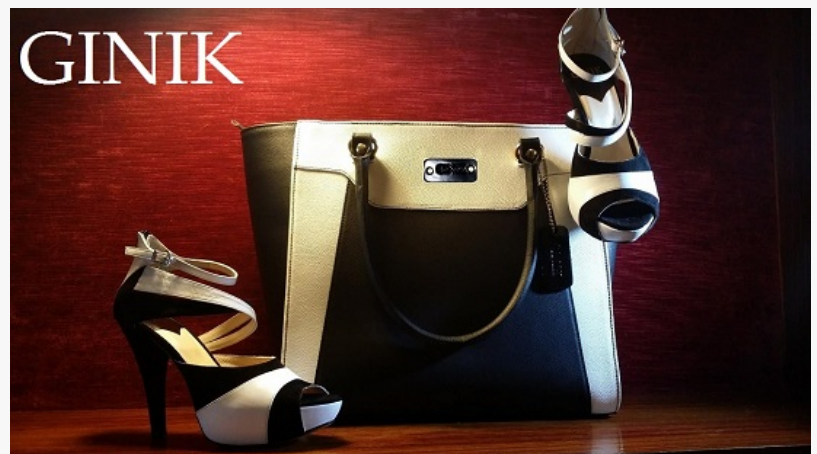
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/EINPresswire.com/ -- If [GINIK](#) were to choose a theme song, it would not be You Can't Always Get What You Want by the Rolling Stones, because the working philosophy of this bold new designer brand is to offer their fashionista customers the freedom to choose the level of quality that's desired. Fashion is as much about texture as it is about look, and GINIK knows that accessories aren't just to be seen. They're to be experienced.

Chukwujama Izuchukwu Ginika or Ginika, as he's known, moved to Italy from Nigeria seven years ago so that he could work with the most celebrated names in fashion. He was determined to open up the shopping industry by doing everything he could to, in the lyrics of Simon and Garfunkel, Keep the Customer Satisfied. How to do that? Ginika and his company researched the fashion market and its competitors, and learned that their mission was to invent and introduce new strategies, solutions, and actions. He explains, "There's always a game of give and take in the fashion world, but at GINIK, we're making it our mission to change that by introducing a unique "grade" model that gives you the freedom to choose, not just the style, but the quality and craftsmanship that match your lifestyle—and your budget."

GINIK's [luxury fashion bags](#), [shoes](#), and accessories, along with stylish fashion technology, are made of the finest

material that's been meticulously created by experienced Italian craftsmen. GINIK has found investors but is seeking crowdfunding support from Indiegogo for the presentation of a promotional video and a prototype, so that the backers can find out how GINIK quality will measure up to the competition. The



goal of this crowdfunding campaign is to raise \$9,500, which will be added to the \$10,000 that GINIK dedicated on its own to this effort.

GINIK will also introduce a remarkable advance in stylish shoes. That's their high heel equilibrium for the women around the world—estimated to be 65 percent—who have difficulty walking on high heels, but love the look too much to give it up. If you've been looking for a designer brand that brings personalization to your shopping experience, your quest has been rewarded. GINIK offers the same model of bags and shoes at a variety of prices that correspond to five different grades of leather, all high quality. GINIK's products



are made from the world's most expensive animal leathers from all over, with choices as exotic as their origins: stingray from Europe and Africa; yak from Central Asia; kangaroo from Australia; and snake from everywhere. GINIK bags are as unique as their owner, with a creative, sophisticated design that allows you to go from the office to an evening function. You will also be introduced to a new fashion technology for the first time: the Scio device, smart bag shoulder belt device and medical device. The company's fashion traveling office comes with an executive GINIK traveling bag that connects you to your office, even if your office is in New York and you're in London.

GINIK is collaborating with online carriers Luisa Via Roma and Net-A-Porter, two fashion giants who ship luxury brands nationwide. GINIK plans to eventually have more than 70 brick-and-mortar stores in China, the United States, Australia and Europe. The company has also established connections with SNATT, one of Europe's largest logistics companies, giving it the ability to steer GINIK in the right direction from [quality control to packaging](#).

Watch out Gucci, Prada and Louis Vuitton! GINIK has its finger on the pulse of European fashion and is poised to use its momentum to become the biggest name in fashion. And, sorry Mick, but at GINIK, you CAN always get what you want!

About GINIK

The brand GINIK (www.facebook.com/ginikdesigners) and its founder, Chukwujama Izuchukwu Ginika, share the connection of their name. Born in Nigeria, Ginika moved to Italy in 2008 so that he could work with the fashion industry's most celebrated brands, names like Gucci, Cavalli, and Prada, among others. That fashion networking has borne stylish fruit since the founding of GINIK in Italy in 2013, and, a year later, GINIK in the United States. GINIK is an up-and-coming Italian designer brand on a quest to offer "Italian luxury fashion 4 all," while operating under the philosophy of "what you want is what you get." GINIK designs and produces stylish and elegant bags and shoes, along with other accessories, all offered with levels of choice for quality.

Chukwujama Izuchukwu Ginika
GINIK

www.facebook.com/ginikdesigners

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