

# Dresses that Adapt to Urbanites' Needs; Latest Looks from Effy By Design Fashion Collection

*Fashion brand Effy By Design unveiled today a surprising collection of office wear with flexible designs, that evolve to fit both the office and after-hours.*

SHANGHAI, CHINA, April 29, 2021 /EINPresswire.com/ -- Fashion brand Effy By Design unveiled today a surprising collection of office wear with flexible designs, that evolve to fit both the office and after-hours.

"Days are too busy to overthink, especially style... yet the pressure is high to always project the right look for the right occasion, and office hours aren't the same as a dinner with clients. That's why I designed this collection, to save time with style", said Effy H, head designer and CEO of Effy By Design.

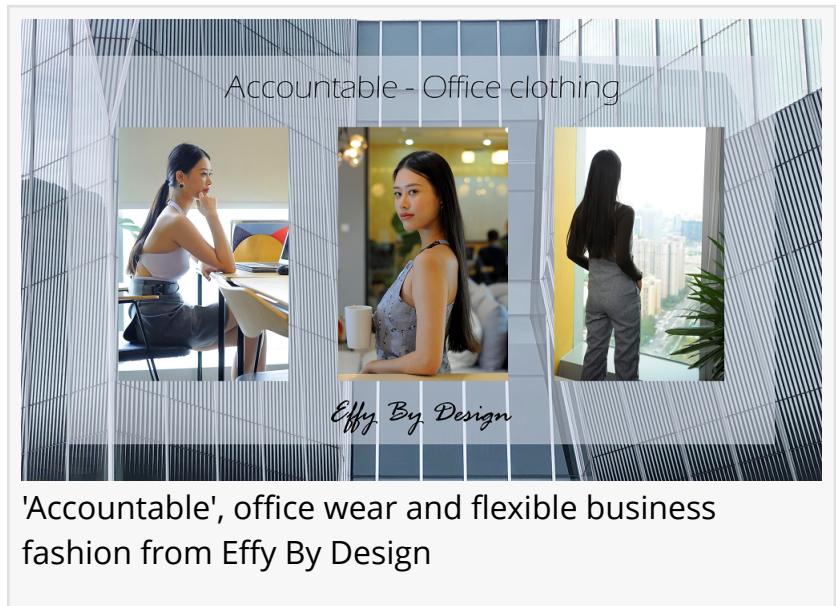
“

Days are too busy to overthink, especially style..."  
*Effy H ~ Effy By Design head designer*

As a result, the new range of dresses from the 'Accountable' collection offers two or more looks, switching between office wear and city life, and adapting to the need of the moment.

The versatile ['Agile Collars'](#) proposes standard interchangeable collars to snap on and off, as well as an online platform to design and create personalized collars. The ['Executive Apron'](#) uses buckles to quickly reverse between office dress and silk gown. The ['Coffee Percolator'](#) is a holed dress with inside hooks that allows the wearer to remove and change the inner layer, with eight different color options to play with.

A virtual showroom of the full collection is available on Effy By Design's website. The new collection is available through Effy By Design retails partners in Australia, Europe (U.K., France and Germany), and the United States; or worldwide through the online boutique.



~Ends~

#### About Effy By Design:

Effy By Design is an atelier created in Shanghai by fashion designer Effy H. Effy By Design focuses on flexible clothing for women, with daring and elegant clothes made to last. Previous collection includes 'Mauving On...' or 'Industrial Latex!'. Creations are available worldwide through distribution network, or on Effy By Design online shop at <https://effycreations.com/shop/>.

Guillaume Maximin

Effy By Design

+8617717061708

[email us here](#)

Visit us on social media:

[LinkedIn](#)



Executive Apron ~ Two-sides reversible office dress



The Coffee Percolator ~ Holed dress with interchangeable inner layers

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.