

EKRUZER Reignites Cyberpunk Fashion with Beuter Collaboration for New Website Launch

Global Designers Join EKRUZER to Craft the Future of Cyberpunk Style

MELBOURNE, VICTORIA, AUSTRALIA, October 1, 2024 /EINPresswire.com/ -- In an electrifying resurgence, Cyberpunk fashion is set to redefine the style landscape, and [EKRUZER](#) is at the forefront of this movement. Teaming up with the innovative Vietnamese fashion brand [Beuter](#), EKRUZER has unveiled a stunning Cyberpunk-themed photo shoot to celebrate the launch of their new website. This collaboration marks a significant step in EKRUZER's mission to bring the bold, dynamic aesthetics of Cyberpunk into the mainstream.



EKRUZER AND BEUTER TEAM UP CYBERPUNK FASHION

“

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Jess Tavitian - Tokyo Design Studio Australia

Jess Tavitian, Artistic Director of the Tokyo Design Studio, captures the essence of this trend: "We believe that Cyberpunk is fast coming into style. You can see this in the colors that are showing up all over every major gaming brand—Neon Pink, Neon Blues. These are the EKRUZER colors, and the style of Cyberpunk just makes sense. It is both comfortable, practical, and looks stunningly unique."

Beuter, a trailblazer in the Vietnamese fashion scene, has gained widespread recognition, featuring on major television shows such as Rap Viet and winning the prestigious SR Fashion Award in 2024 for the best youth

streetwear brand. This partnership reflects EKRUZER's commitment to aligning with brands that embody creativity and innovation.

"We are delighted to work with Beuter," says Victor Tavitian, EKRUZER's Brand Advisor. "Beuter is a really cool brand, with some great pieces that just fit what we needed to photograph and film

so well. The team has been professional and helpful, and we look forward to future collaborations with them."

Beyond this collaboration, EKRUZER is actively engaging with designers worldwide to craft a uniquely [Cyberpunk fashion brand](#) tailored for the current age. These discussions aim to blend global perspectives with cutting-edge design, creating a collection that resonates with enthusiasts and newcomers alike.

Squad leader (EKRUZER's as yet unrevealed project leader) commented saying that, "we see a big interest in Our cyberpunk style clothing line that's great to see that we can partner up with such great designers we really feel like we are shaping the way for the future in the cyberpunk fashion brand style."

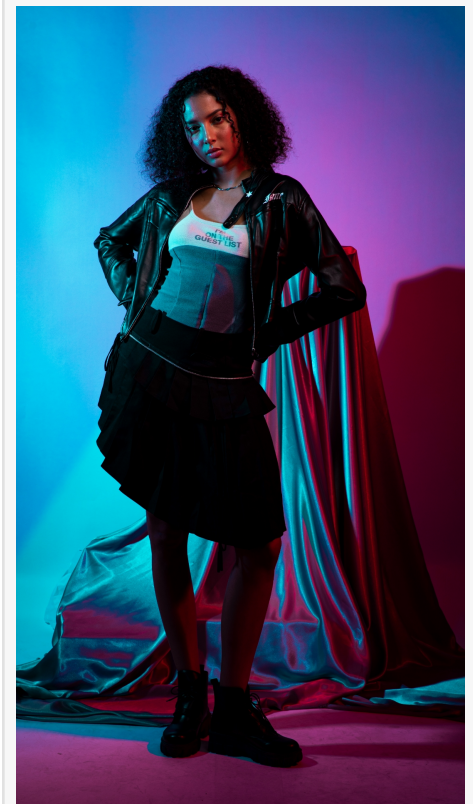
Adding to their innovative pursuits, EKRUZER is set to launch a groundbreaking Augmented Reality E-Scooter in the coming months. This pioneering product will be the first e-scooter gaming platform featuring integrated tournament capabilities, perfectly aligning with the Cyberpunk theme that EKRUZER champions. Combining cutting-edge technology with thrilling gameplay, the AR E-Scooter promises an immersive experience that redefines urban mobility and entertainment. With this release, EKRUZER continues to push the boundaries of innovation, offering users not just a ride, but an adventure that embodies the spirit of Cyberpunk.

As Cyberpunk fashion re-emerges as a major trend, EKRUZER is poised to lead the charge, bringing visionary style and vibrant energy to fashion lovers across the globe. With the launch of their new website, EKRUZER invites you to explore the future of fashion—where technology meets creativity, and style knows no bounds.

Are you a fashion designer? Reach out and connect with the EKRUZER team at Media@EKRUZER.com title your email "FASHION COLLABERATION"



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MODEL CAMI WEARING BEUTER FASHION

Victor Tavitian

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