

UNYQ

EMBARGOED UNTIL MAY 7, 2014 AT 9AM EST

NEW FASHION HOUSE AND ETAILER – UNYQ – 3D PRINTS CUSTOM ACCESSORIES FOR AMPUTEES

SAN FRANCISCO, CA – MAY 7, 2014 – UNYQ, a new fashion house that is re-imagining prosthetics, today unveiled a direct-to-consumer ecommerce site that invites amputees to design stunning 3D printed custom fairings and other ornamentations for their prosthetic legs. Twenty limited-edition collections serve as a starting point for amputees to realize their own ideas and personal style. UNYQ’s designers then work with them to create one-of-a-kind pieces.

Until World War II, when the process of fabricating prosthetics was industrialized, all prosthetics were handmade but too expensive to scale due to details of the craftsmanship. Thanks to its proprietary technique, UNYQ can now, affordably, revive personalization and handcraft innovative 3D printed prosthetic covers – or fairings – that mirror the shape of the amputee’s sound leg. “For years I’ve been looking for a great cover that wasn’t cheesy and the UNYQ fairing even matches my other leg perfectly. I like to wear my jeans again and they fit better, too,” said amputee Travis Ricks who loves his restored symmetry.

“We design for the whole person and address their wants and needs as opposed to simply appending technical functionality,” explained Eythor Bender, UNYQ’s co-founder and CEO. “Amputees don’t have to make fashion compromises anymore, and we can scale our craftsmanship without depending on individual skills to deliver consistently high end design that is beautifully made and to each customer’s specifications.

By collaborating directly with the amputees in designing and creating their own custom-made accessories via its retail website, UNYQ is able to offer its fashionable products at affordable prices. “And if they don’t absolutely love their fairing, we’ll take it back. No questions asked,” added Mr. Bender.

ABOUT UNYQ

Established in 2014 and with studios in San Francisco, California and Seville, Spain, UNYQ is re-imagining prosthetics by 3D printing and handcrafting custom, high fashion fairings and accessories that embellish and restore body symmetry. Amputees can select from new collections or work directly with the fashion house’s designers to define their signature style at an unprecedented price. Get to know us on LinkedIn, Facebook, Twitter, Pinterest.

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