

FOR IMMEDIATE RELEASE

Ego Assassin expands their borders with COLONY

Toronto, Ontario - April 15, 2013 - Innovative latex clothing designers, Ego Assassin have announced COLONY, a collection of laser-cut latex fashion launching April 29th

Offering futuristic elegance and sex appeal; the COLONY collection is comprised of fresh new designs from the veteran studio's drafting table as well as several classic Ego Assassin pieces updated with their honeycomb motif. These pieces can be worn on their own for a risqué yet elegant look, or layered over other clothing for a dynamic and fashion-forward ensemble.

Slinka, co-owner and designer at Ego Assassin explains her vision behind the pieces: "We were inspired by the social roles found within a bee colony, and the spirit of adventure embodied by colonial explorers. Fans of latex fashion understand these concepts very well. We produced a versatile collection that allows them to express any or all of these archetypes: Soldier, Queen and Adventurer."

James Hagarty, co-owner and creative director says of COLONY: "We are continuously exploring the possibilities at the edges of latex, fashion and technology. COLONY represents an expansion of those borders. The pieces are elegant, cutting edge, and can even help you to stay cooler in the heat of a steamy summer party. That's something every latex connoisseur appreciates."

Highlights of the COLONY collection include:

HIVE pencil skirt - featuring the eye-catching "Queen Bee" hex-within-hex pattern, the HIVE skirt is an instant classic. The knee-length cut is modest yet flattering, and it can be worn on its own for some cheeky detail, or with an underlayer to give a bright splash of colour.

HEX chemise - worn as lingerie, the barely-there HEX chemise makes a smouldering statement. Worn over a top and leggings, or paired with a corset, the HEX evokes a bold and sleek and fashion future.

TOKAR draped multi-dress - the essence of versatility, the TOKAR dress can be draped in a multitude of ways to reveal, hide, or accentuate any part of the torso. The look is elegant enough to be worn at dinner, and sexy enough to be at home in a night-club at 3am.

About Ego Assassin: Known since 2005 for their deceptively simple and studied lines, Ego Assassin is an owner-operated latex design company located in Toronto, Ontario. All design and manufacturing is completed in-house by the two owners, James and Slinka Hagarty. They find inspiration in the works of Alexander McQueen, Hussein Chalayan, Coco Chanel, and Rodarte; as well as in the aesthetics of spy films, industrial design and erotic fantasies. Ego Assassin's clothing has been featured internationally in Vogue Hommes Japan, n oi.se (Australia), and the Official Hello Kitty 35th Anniversary fashion show (Los Angeles) among others.

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