

Cynics

Reject convention!

Cynics accessories is quirky Cynicism with a smile and cool charisma that puts a sparkle in every eye. Cynics' inimitably stylish accessories are an extension of our natural cynicism but with an outwardly charming appearance that belies first impressions. Cynics was to born innovate the accessories industry by offering products that enhance an outfit through their own distinctive appearance.

Designer, Amanda Clegg, centres her design around quality and originality, resulting in cheeky delightful accessories for everyone. Her functional necklaces, bracelets' and earrings as well her limited edition scarves are inspired by cynicism expressing Amanda's rejection of convention. Amanda turns her unique internal inspirations on idealism and idolism into wearable adornments that reflect the human desire to standout.

Cynics' initial collections have focused on graphically inspired silk scarves, the **Zip-IT** jewellery range, available in nickel, gold, antique gold and silver and an assortment of lengths with matching zip earrings. This characteristic line now also includes the much anticipated new **Zip-IT Highline**. Amanda says "people talk too much so zip it and that's how the idea evolved." Amanda has created a vibrantly different aesthetic to the collection by sourcing uniquely specified zips from Europe to create simple yet striking necklaces and bracelets. Notably beautiful pieces include rose silver necklace zip pendants and coordinating double zipper pulley bracelets in various sizes. Other favourites are the dark silver tassel zip and silver hooped pulley necklaces, which are stunningly deceptive with functional zips transforming into eye catching statement pieces.

Cynics have also expanded its fashion forward and cynical approach into a new collection of jewellery, **Superheroes**. Focusing around the concept of idealised idolism the collection encompasses highly polished eye catching three tone 3 piece armbands, bracelets and rings as well as the signature rose gold wrist cuff. The collection is bold and empowering, echoing the essence of the characters that inspired it.

Cynics produces a range of enigmatic fine silk scarves which are printed locally in Australia. One clever edition features Madonna and Child with a twist. The Madonna is the celebrity and the child is her child. "You know how she adopts all the time – the saviour – and, she's made a few statements about religion in her videos, so it's a bit of a play on that," Madonna has even acquired the scarf for herself, praising it's unique design and good sense of humour. Other scarves include a shark tooth print and the 'Fab Four' scarf with a celebrity mugshot print of Paris Hilton, Lindsay Lohan, Nicole Ritchie and Britney Spears.

Following in Madonna's footsteps Good Weekend Magazine have been quick to praise **Cynic's** invigorating fresh take on accessories.

Cynics is an external expression of human nature, offering novel obstructions of our characteristics and the characters that fuel our human obsessions. Cynics accessories are not for the faint hearted they are boldly honest with a subtle sense of humour, that promise to breathe new life into every outfit they accompany.

Cynics is currently stocked online at www.neerlearnomad.co.nz, www.oyemodern.com, Jennifer O'Hare (Double Bay) and retails from between \$60 and \$300.

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