



King NewsWire

Follow Us

 Google News

 Facebook

 Twitter

 Instagram

 LinkedIn

 Pinterest

Press Release Distribution Report

January 19, 2025

Company Name

SCOLIOSY.LLC

Address 1

45 Park L S

Address 2

apt 1507

phone

19175200166

Email

jiayiche422@gmail.com

Country

United States

City

Jersey City

State

NJ

Website

<https://www.scoliosy.com>

Distribution Report

Scoliosy's Spring/Summer25 Collection:Where Imperfection Shapes Innovation

Date Submitted: 2025-01-19

Recorded Full Page Placements*

1

Potential Audience Reach

62 M

King NewsWire Pickup



King NewsWire

[See Your Release](#)

Google Pickup



[See Your Release](#)

Your Submitted Press Release

Scoliosy's latest Spring/Summer 2025 collection redefines the intersection of personal storytelling and innovative design, offering a striking showcase of fashion's ability to embrace imperfection and individuality. Designer Jiayi Che, who founded Scoliosy in New York, revives the spirit of 1960s fashion, blending her personal experience with scoliosis into a collection that celebrates fluidity, transformation, and a mixture of influences.

The collection showcases a careful blend of vintage nostalgia and contemporary rebellion, with a palette ranging from colorful pastels to deep, earthy hues. Key pieces were constructed without side seams, ensuring a 360-degree fluidity—a nod to Che's personal experience with scoliosis and the constant adjustments it demands for comfort and adaptability.

This collection is a purposely feminine take on classic styles. Silk, crinkled twill, and specially treated acetate are featured prominently, adding tactile depth to the garments. Che's reimagining of slip dresses and flared skirts into textured, wrinkled forms symbolized life's imperfections, transforming what could be seen as flaws into moments of beauty and intrigue. The treatment of fabrics elevates the collection's message: wrinkles symbolize the natural challenges of adulthood, embracing them as part of the narrative.

Scoliosy invites women to explore the potential of their identity beyond predefined roles. A Scoliosy woman is not confined to a single look or lifestyle; she embraces endless possibilities in styling and dressing for any occasion. The collection includes elevated basics that pair seamlessly with various bottoms. One standout piece is the Wing top. This stretchy, body-hugging top features a soft structured design around the arms and shoulders, with a pink sheer cut raw hem reminiscent of vintage aesthetics before the invention of the serger, evoking a sense of nostalgic elegance. Pieces like tailored suits, flowing silk dresses, and ruffled blouses intertwined innocence with mature sophistication, while playful retro polka dots contrasted with sharp, precise tailoring.

With the SS25 collection, Scoliosy introduces a new narrative into the fashion world—one that embraces complexity and defies categorization. The blend of past influences with a forward-thinking approach, coupled with futuristic visual presentations, conveys that the brand is pioneering a more inclusive and diverse vision of beauty.

Click the link below to see the whole collection

<https://scoliosy.com/spring-summer-25/>

**Endpoint Name**

AP News

Industry

Business

Potential Audience

7500000 visit/month

Distribution[View Release](#)**Type**

News Portal

Top 3 Visiting Countries

USA

Link	Type	Industry	Top 3 Visiting Countries	Potential Audience
View Release	News Portal	Business	USA	7500000 visit/month