

emma cott

emma cott: that's me and that's who I am!

The label emma cott still combines the analogue with the digital but now even takes a step forward making it possible for you to wear your very own profile. It doesn't matter where you are or which community you prefer. Be it Xing, Facebook, Flickr, Bebo etc., show who you are and what you stand for.

The latest collection designed by the Munich-based label emma cott still follows its style including simple yet elegant shirts decorated with fascinating motives (qr codes). Now it is possible to create your own profile combined with suitable slogans. Following the clear steps makes it easy for you to code your profile of your favourite community (Facebook, Xing, MySpace, Bebo, Twitter, Friendster, Delicious etc.). Adding a slogan like "hire me", "add me" or "date me" your shirt is quickly created. Besides, you can also show your current Ebay auction or latest YouTube videos. For some it will be used as a means of self-portrayal but for trendsetters it will be a must-have.

The worldwide success of communities in the Internet does not stop and now it has never been easier to wear and show your own profile: "that's me and that's who I am!"

Background and explanation: QR / Mobile codes

A qr (quick response) or mobile code is a two dimensional barcode which allows to aggregate lots of information to small space. All you need to read the code, which is extremely popular in Japan, is a mobile phone equipped with the reader software.

How it works: just point the phone's camera onto the pattern and allow it to scan the code. The installed code reader will then decode the hidden message and eventually transfer you to the profile website.

Further information: www.emmacott.com

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