

BeateNetworks Announces Tokyo Niji Fashion Label

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Press release from: [Beatenetworks](#)



Dusseldorf, August 2008 - BeateNetworks is pleased to announce the launch of a new fashion designer label that will debut in the virtual world Second Life. The collection is called Tokyo Niji, and captures timeless asian looks with full modern styling. The line will show a classy feel and a quiet sophistication, intricate detailing, and casual styles throughout the range.

The collection is being offered to the Second Life market and offers high quality and the latest design features. The launch is occurring at a time where it captures the summer evening parties through to the end of year festive period.

“In common with what our brand Alli&Ali Design represents, we are very excited and proud to offer this new brand which will feature unique designs and stylings by Violeta Caproni ” said BeateNetworks CEO Beate Koenig.

Ms. Caproni said “I am thrilled to be able to bring my ideas and fashion concepts for the Tokyo Niji label to market, and look forward to working with BeateNetworks and the Second Life community.”

Tokyo Niji will be exclusively found at the Alli&Ali Design Center in Second Life

BeateNetworks
Langenbügelers Strasse 145a
42579 Heiligenhaus
(Deutschland)

Telefon: +49 2056 5849897
www.BeateNetworks.com/contact.html
CEO: Beate Koenig

BeateNetworks is a full service provider specializing in connecting real world businesses to the immersive web. Our focus is

to test business ideas and designs, bring them to market, and fully develop the concepts into a self sustaining business.

Tokyo Niji is a fashion label conceived by Violeta Caproni and will consist of several lines. Launch of the first line, to be tested in Second Life, is scheduled for August 2008.

[You can find this press release here](#)