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BY SAMI RYAN LAUNCHES FIRST EVER LINE OF APPAREL

Summer '17 collection to include street-perfect fashion, just in-time for summer

Los Angeles, CA (June 23, 2017) — In celebration of summer love (or heartbreak), BY SAMI RYAN announces the launch of the brand's first ever line of apparel available online today. This new collection of apparel comes shortly after a total rebrand and will include multiple styles of tees, hats and totes, as well as pieces of original BY SAMI RYAN accessories.

BY SAMI RYAN is a well-known designer whose handcrafted collections have been worn by celebrities such as Ke\$ha, Miley Cyrus and Demi Lovato. The Summer '17 collection was inspired by the rebellious trendsetter, with a hopeless romantic twist on it. Phrases such as "50% tired, 50% horny" and "I spend most nights at home falling in love with the idea of you" can be seen across the collection's staples. For the trendy millennial, the collection is to embody their fun loving spirit. For the person who has been burned, the collection is to inspire strength and confidence to find love like never before.

"I have been overwhelmed by the support of all my followers from the beginning and I know this collection will catapult me into the realm of fashion that I have been searching for," says owner and designer Sami Ryan. "I feel this is a collection that spills my heart out, which I think a lot of people will find relatable."

The Summer '17 collection is available worldwide today and the collection can be shopped on the official BY SAMI RYAN website at www.bysamiiryan.com. All updates on the launch of future collections can be found on the website, or on Instagram @bysamiiryan.

ABOUT BY SAMI RYAN:

Since launching the original collection in 2009, BY SAMI RYAN has quickly picked up heat in the world of fashion. BY SAMI RYAN was originally known for handcrafted accessories but has been most known for feather hairpieces worn by popular celebrities including Ke\$ha, Miley Cyrus and Demi Lovato. Since her collection of hair pieces and ear cuffs being picked up by Nordstrom on Von Maur, the BY SAMI RYAN accessories have been included in print and online medias Nylon, J-14, Lucky Magazine, People Magazine and Tiger Beat. For more information, visit the official BY SAMI RYAN website at www.bysamiiryan.com.

ABOUT SAMI RYAN:

Sami Ryan is an accomplished jewelry designer, model, writer and youtube personality. Since beginning to model at the young age of 15, she has starred in numerous movies, music videos and publications. In addition to her multiple magazine covers, Sami Ryan has been featured globally in publications Maxim, Galore and Playboy. From growing a strong social media presence, Sami has worked with major brands Missguided, Nasty Gal, Jeffree Campbell, H&M, Doc Martens, Forever 21, Triangle Swimwear and Tarte Cosmetics among many others. For more information, visit Sami's website at www.thesamiiryan.com.

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