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MySims gets dual-purpose designer accessories

Brings the MySims world into your world...

by Amy-Mae Elliott published on 8 October 2007

To celebrate the launch of MySims, EA Games have commissioned four of the UK's hottest fashion designers to create a dual-purpose capsule collection.

The range of fun, quirky and colourful products have been inspired by the manga style graphics and candy coloured world of MySims, reflecting the core ethos of the game: "Self Expression, Customisation, Creativity and Collectability".

Dual purpose - each item works to enhance the MySims Wii or Nintendo DS experience but also brings the MySims world into your world "by offering a lifestyle use" as well.

Strictly limited edition and available to buy from 8th October, all profits from the collection will go to Great Ormond Street children's hospital.

Giles Deacon - Eek Wii-mote/Bag talisman - based on Giles' signature avatar Eek will come with special My Sims elements designed to stimulate the mind or just act as good luck. £35

Cassette Playa - Stuck on My Sims - Cassette Playa puts a unique twist on the MySims world with a series of vinyl and foil artworks rooted in customisation - give your DS that My Sims make-over or simply customise your phone, laptop, nails or notebook. £15

House of Holland - My Sims Pouch Tee - designed for DS on the go, with a seamed in DS pouch/pocket - this limited edition tee bears the cult signature of Henry Holland's irreverent take on life - with the slogan "Life Begins With MySims". £40

Tatty Divine - My Sims Sushi Bag - designed to



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perfectly carry your Wiimote on the go, Tatty Divine's exclusive bag takes design inspiration from MySim's sushi chef, and features hundreds of glittering Swarovski crystals. £150