

Selfridges Customers Design Their Own iPhone Case

Written by Roger Douglas
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iiyama is in a collaboration with **YR STORE** and **Skinnydip London**, exclusive to **Selfridges** in London. In a merging of design and tech, Selfridges customers can create their own iPhone case design using YR STORE know-how, Skinnydip artwork and iiyama touchscreen tech.

It takes minutes to create and print a bespoke case, building up designs from the Skinnydip artwork library on two YR STORE-branded 27" iiyama displays. Adding custom text create the ultimate personalised gift/accessory for the holiday season.

Cases are available for iPhone 6, 6S, 6Plus and the new iPhone 7. Cost is £25 with optional gift wrap for £5.

"We're delighted to be involved with this exciting collaboration," says Lewis Clifford, iiyama UK Ltd. "iiyama displays are perfect for this kind of high-volume, interactive activity, thanks to their super-responsiveness and robust, public-space-friendly design and build."

Tim Williams, director of YR STORE adds, "Skinnydip have incredible, vibrant and exciting designs and we have always wanted to work with them. Combined with our unique software driven by iiyama's awesome displays – as well as our super-fast, high-quality printing live

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in-store – this is the must have personalised gift for Christmas this year!”

iiyama will be exhibiting at ISE 2017, at 10-P149. The company recently announced its new 65” **ProLite 4K PCAP multi-touch display – the TF6537UHSC-B1AG** – for retail, corporate and public usage.

YR STORE (pronounced “your STORE”) is the brainchild of interactive digital specialists Luma, whose work includes cutting-edge digital STORE and event concepts for the likes of Nike, MTV and BAPE. YR creates live garment print installations, which feature interactive touch-pods, and the world’s only live all-over digital printing process.

Founded in 2010 by Lewis Blitz and brothers James and Richard Gold, Skinnydip London creates contemporary fashion accessories and is one of the fastest growing fashion brands to come out of the London scene.

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