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FOR IMMEDIATE RELEASE

So:Me Plush Makes Its Online Debut

COSTA MESA, Calif.—July 30, 2015—The Chii Company debuts So:Me, the new generation of designer plush animals. Handmade in Orange County, Calif., these aren't your children's stuffed animals. Crafted with rich fabrics and hand-picked jewelry, each plush will be made in limited quantities to inspire collectors and make each purchased plush a unique gift.

So:Me's initial line of plushes include elephants, French Bulldogs and pigs in a wide range of fabric choices. French Bulldog plushes come accessorized with a bejeweled collar, while pig and elephant designs have adorned tails. All plushes will come with a special label to ensure authenticity.

"I want to breathe new life into the classic stuffed animal and see how big, how deep and how far we can take it," says founder and designer Michelle Taylor. "I hope the beauty of my plushes brings joy, strength and inspiration." Taylor's background is a mix of creative endeavors including web programming, graphic design and published photography. Her keen eye and styling experience make her a natural at developing the So:Me line.

So:Me's Kickstarter campaign will launch in September. All proceeds from the crowdfunding movement will go toward production. For more information, visit www.someplush.com.

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ABOUT THE CHII COMPANY

The Chii Company is based in Orange County, California and was founded in 2015 by Michelle Taylor. It is the designer, producer and seller of the So:Me Designer Plush line of stuffed animals. It is named in honor of Tina Chi Huynh, Taylor's younger sister, who died tragically at the age of 30 in 2004 in a suicide/domestic violence incident.

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