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Spring/Summer 2023

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Dear All,

I hope you have managed to get through the winter months OK, and that the rising cost of living has not affected life too much for you, wherever you are. Things have been surprisingly buoyant for me, so it seems that there is still plenty of demand for shiny gear, even in these straitened times! Thanks to all of you who have continued to support my business and I hope that some of the new ideas that I have been working on have given you some inspiration, and maybe a little bit of stimulation(!)

Firstly, you will have noticed that I have finally got round to creating a proper brand identity, with my own logo for use on the website, waistbands and care labels...





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It's all my own work, as I like to retain creative control over everything related to the business, and the digital design process interests me just as much as the process of making the physical designs.

The new waistbands are available on all "Design Your Own" products on my website. You can choose from the 4cm-wide repeating logo waistband in white and blue...



...or 4cm wide plain black or white elastic waistband with ShinyShortzRyan tab...



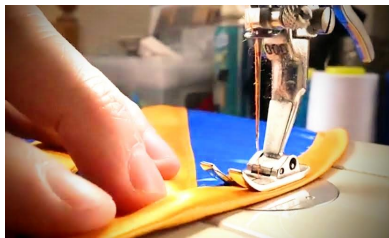
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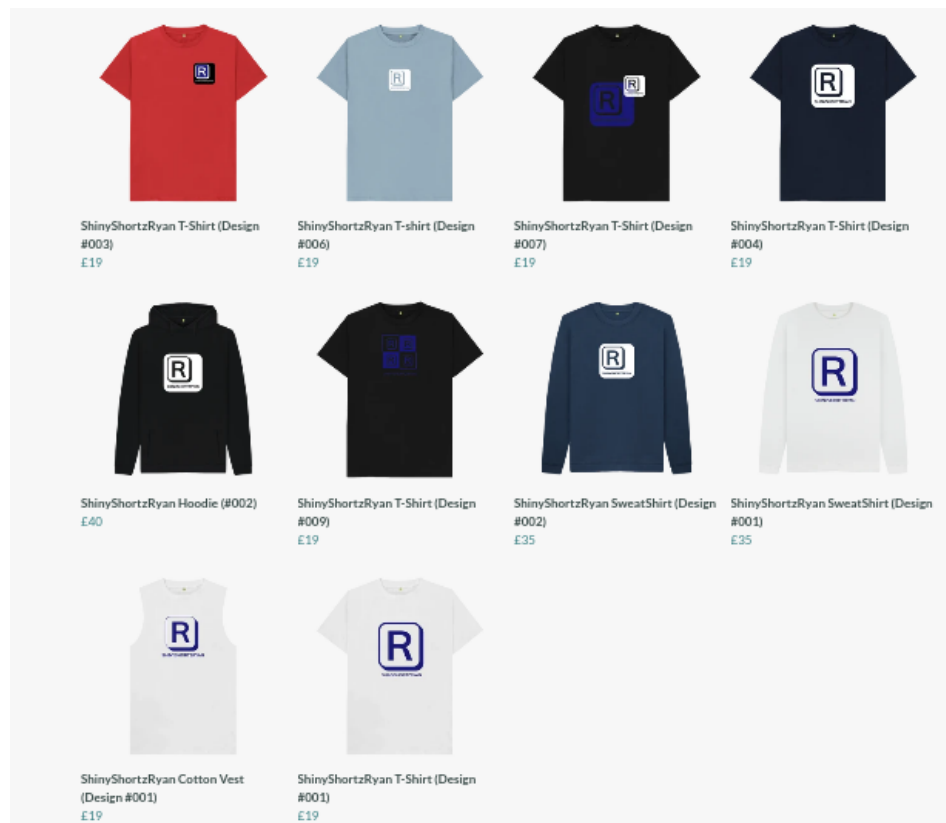
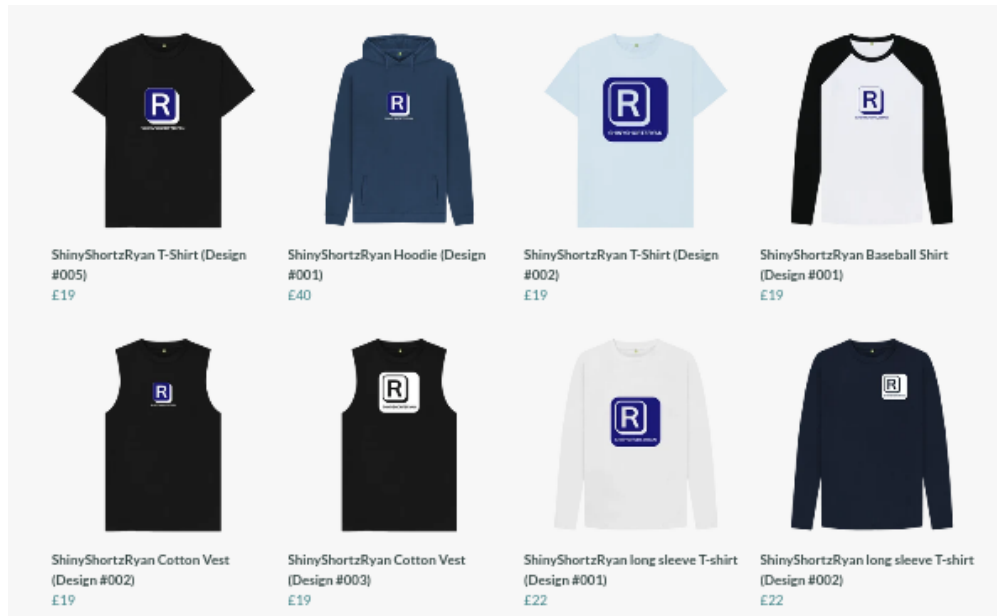


You can see how the new waistbands work on various different designs in my [March 2023](#) and [April 2023](#) photo blogs, and do get in touch with me if you have any questions about how I can adapt these for other items that have not yet been tried out.

Having the new branding in place has also allowed me to experiment with merchandise offerings and I have been very pleased with the quality of the sustainable cotton print-on-demand items that I have been able to design for you via the Teemill.com website. Check out some of my initial designs here: <https://www.shinyshortzryan.com/ssr-merchandise.html> from where you can click through to order them directly from Teemill in the colour and size of your choice. The turnaround time is very quick and the quality of service is very impressive. (I can also strongly recommend them if you want to design T-shirts and other gear using your own design concepts.)



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[ShinyShortzRyan Merchandise, courtesy of TeeMill.com](https://www.teemill.com/)



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I hope you like the results thus far and I will expand the use of the branding further as time and opportunity allows. Watch this space for more ideas soon...

Inspired by the creative possibilities of my new branding, I've come up with some simple but effective designs which could work equally well as underwear, loungewear or wear-it-anywhere 'ShinyShortzRyan' gear...



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* LOVINAC * SPRINTER SHORTS IN GLOSSY ULTRA-THIN PU-COATED NYLON TAFFETA (XS TO 3XL)



<https://www.shinyshortzryan.com/store/p568/lovinac-sprinter-shorts-ssr.html>

<https://www.ebay.co.uk/itm/334817096048>



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* LOKVE * LOUNGE PANTS IN GLOSSY ULTRA-THIN PU-COATED NYLON
TAFFETA (ALL SIZES)



<https://www.shinyshortzryan.com/store/p567/lokve-lounge-pants-ssr.html>

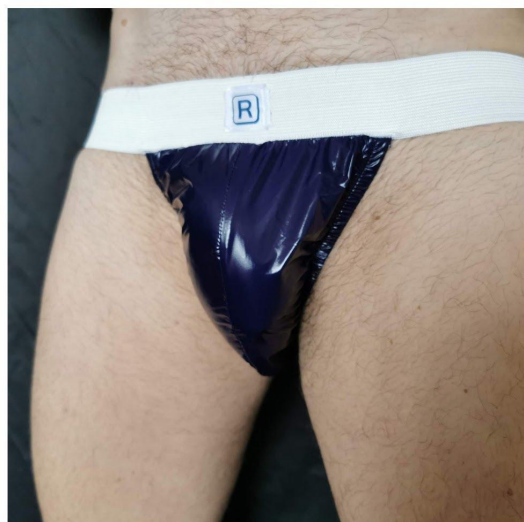


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* KLIMNO * JOCKSTRAP IN GLOSSY ULTRA-THIN PU-COATED NYLON TAFFETA
(XS TO 2XL)



<https://www.ebay.co.uk/itm/334777824045>

<https://www.shinyshortzryan.com/store/p563/klimno-jockstrap-ssr.html>



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*** SOBOLI * BOXER SHORTS IN GLOSSY ULTRA-THIN PU-COATED NYLON
TAFFETA (XS TO 3XL)**



<https://www.shinyshortzryan.com/store/p562/soboli-boxer-shorts-ssr.html>

<https://www.ebay.co.uk/itm/334774939466>

<https://www.ebay.co.uk/itm/334774939466>

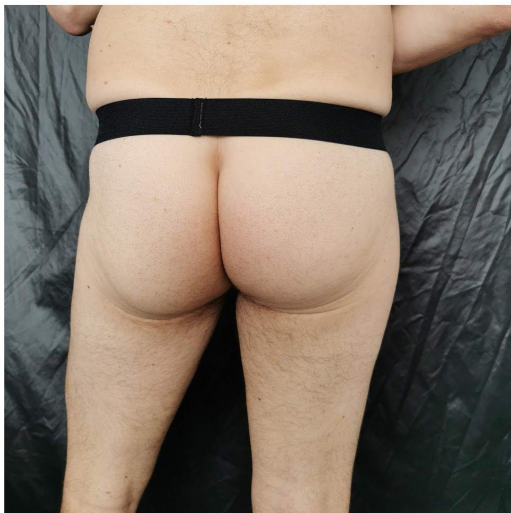


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* RISIKA * STRAPLESS JOCKSTRAP IN GLOSSY ULTRA-THIN PU-COATED
NYLON TAFFETA (XS TO 2XL)



<https://www.shinyshortzryan.com/store/p564/risika-strapless-jockstrap-ssr.html>

<https://www.ebay.co.uk/itm/334787017266>



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* STIVAN * G-STRING THONG IN GLOSSY ULTRA-THIN PU-COATED NYLON TAFFETA (XS TO 2XL)



<https://www.shinyshortzryan.com/store/p565/stivan-g-string-thong-ssr.html>

<https://www.ebay.co.uk/itm/334787025437>



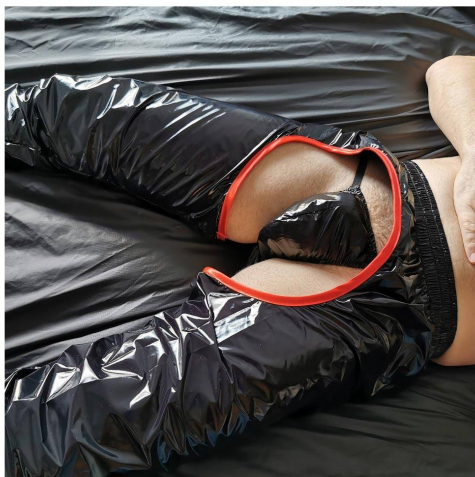
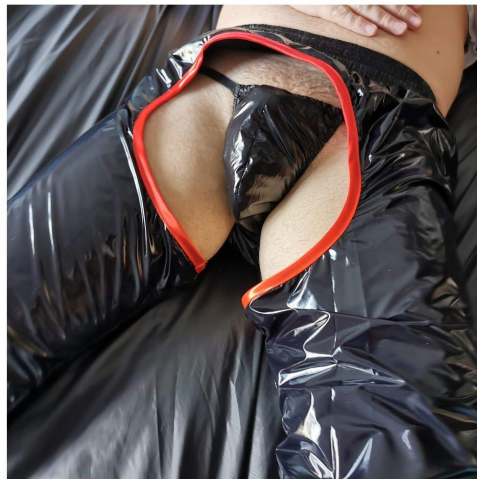
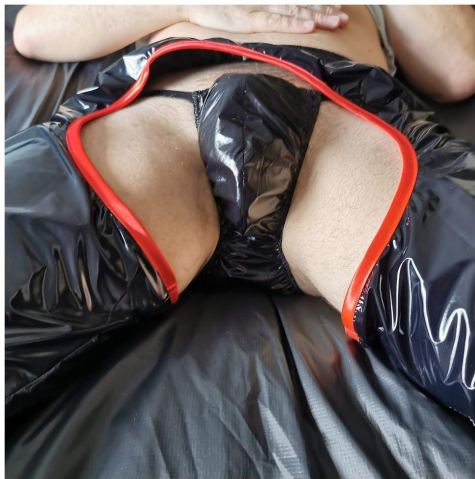
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And, as promised in my previous newsletter...

*** CUT-AWAY TRACKIE CHAPS * IN GLOSSY ULTRA-THIN PU-COATED NYLON
(ALL SIZES XS > 3XL)**



<https://www.shinyshortzryan.com/store/p553/cut-away-trackie-chaps-ssr.html>



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The items above are just a sample of the numerous new designs that I have launched since the start of the year, so to see the rest, just have a browse of [my shop](#) and see what takes your fancy!

I've also added two new fabrics to the range of [Glossy PU-coated ultra-thin Nylon Taffeta \(GT\) fabrics](#) ...

Flo Yellow (gt37-floy)





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Flo Orange (gt36-floo)



There are, by the way, unlimited colour options in this fabric, so if you want something specific, just ask me and I will place an order with the supplier for you. (NB: The minimum order that I am allowed to place is for 10 metres of fabric, so you would need to commit to spending at least £100 on items made in a bespoke colour.)



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Just a quick update on the postage situation...

Thankfully, following the easing of Royal Mail strike disruption and the new-found willingness of EU customs officers to let my parcels get through without undue delays for the customers, **I have been able to reinstate shipping to the EU with Royal Mail both on my own site and via Ebay.** Please note, however, that I still have no way to predict whether or not parcels will be held up for customs inspection, and have no control over when they will be released, so please bear this in mind when you order and accept my apologies in advance if your order gets delayed en route!

For Ebay purchases going outside the UK, you can choose either Royal Mail (for regular shipping) or the more expensive Ebay Global Shipping service (if you want your parcel to arrive via courier, without the risk of delays.) Please note that for destinations with an unreliable local postal service, Ebay Global Shipping will remain the only option that I can offer.

As for [special offers](#), you can use any of these cashback codes between now and the end of June 2023, so you can get planning your Summer season wardrobe!



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£10 OFF WHEN YOU SPEND OVER £85
COUPON CODE = SSR23#85

£20 OFF WHEN YOU SPEND OVER £150
COUPON CODE = SSR23#150

£30 OFF WHEN YOU SPEND OVER £200
COUPON CODE = SSR23#200

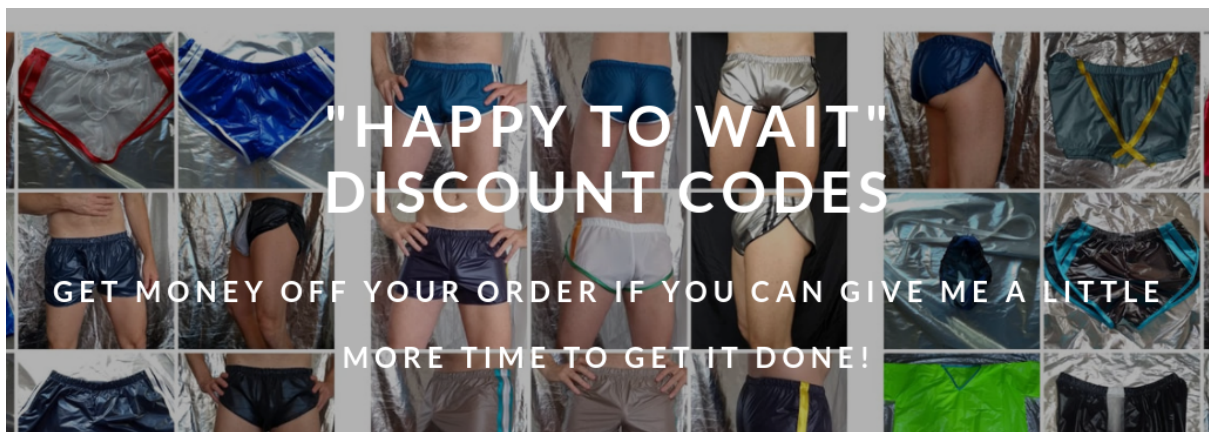
OFFER ONLY APPLIES TO PURCHASES MADE AT
WWW.SHINYSHORTZRYAN.COM
FROM 1 JANUARY TO 30 JUNE 2023



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Or if they work out better for you in terms of savings, you can still also take advantage of my [‘Happy to Wait’ discounts](#) ...



WAIT 5 MORE DAYS FOR 5% OFF

WAIT 10 MORE DAYS FOR 10% OFF (MIN SPEND £100GBP)

WAIT 15 MORE DAYS FOR 15% OFF (MIN SPEND £150GBP)

The longer you are able to wait, the bigger the discount, so don't forget to check out this option if you're not in a rush. You can always check out the current standard wait times here <https://www.shinyshortzryan.com/work-schedule.html> and decide if you want to use a Happy to Wait discount code based on this info.



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And as a final alternative offer, you can get a FREE ShinyShortzRyan tank top vest or T-shirt when you spend over £120 in a single transaction. Just enter the code...

FREETEE

... at the checkout, which will give you an automated £1 discount and alert me that you have requested the freebie. Drop me a note to say which one you would prefer, and in which size you want it.





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Once again, many thanks to all of you for your ongoing support for my business. I love seeing the photos that you share with me directly and online, and it's always heartening to know that my work brings so much pleasure far and wide.

Take care and I wish you all the best over the summer season!

Ryan xxx



Those of you who have already signed up to be members of the website might wish to double check your log in details and feel free to ping me an email with "UNSUBSCRIBE" in the heading if, at any point, you wish no longer to be a member.