Beat: Arts

WU-TANG CLAN FOUNDERS To Relaunch Iconic Wu Wear Clothing Brand

Team With Live Nation Merchandise

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USPA NEWS - Robert Diggs (pka Rza) and Oliver Grant (pka Power), Two of the Original Founders of the Wu-Tang Clan, announced on August 14, that they are partnering with Live Nation's Merchandise Division to relaunch the Hip-hop Group's Legendary Wu Wear clothing brand. Originally launched in 1995, Wu Wear was the First Artist-inspired Hip Hop Clothing Line and a Pioneer in Street Fashion...

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The Revitalized Line will include Re-releases of Classic Designs as well as Items that represent an Updated Aesthetic that still Stays True to Wu Wear's Roots. In order to maintain the Authenticity and DNA of the Original Wu Wear, Power has been brought on to serve as the brand's 'Historic Creative Consultant.'

The Collection makes its First Debut during Agenda in Las Vegas, Nevada (Aug. 14-16) with Pieces available at Retail for the 2017 Holiday Season, and a Full Fashion Line launching in Spring/Summer 2018 during the Wu-Tang Clan's 25th Anniversary of the Brand and the Classic Album 'Enter the 36 Chambers.' The Line will be available at Select Major Retail Chains Internationally.

Source : Live Nation Entertainment

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