

WU-TANG CLAN FOUNDERS TEAM WITH LIVE NATION MERCHANDISE TO RELAUNCH ICONIC WU WEAR CLOTHING BRAND

– Brand Makes Debut Today at Agenda Show in Las Vegas –



LOS ANGELES (Aug. 14, 2017) – Robert Diggs (pka Rza) and Oliver Grant (pka Power), two of the original founders of the Wu-Tang Clan, announced today 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. Despite the discontinuation of the Wu Wear line at major retailers in 2008, the brand has maintained its popularity around the world, leading to a large market of counterfeit Wu Wear.

“Just like Wu Tang Clan’s Music, Wu Wear Brand has stood the test of time for the primary fact of its uniqueness,” said Rza. “Being a sound and style that’s hip hop in its foundation, it has evolved to be a sub culture of its own. The spirit and swag that the brand invokes has been inspirational to multiple generations across a diverse spectrum. Although there have been pirates who’ve sought to imitate the brand, there’s nothing like the real thing and this official relaunch by the founders will be just that ‘The real Wu Wear/Wu Tang brand.’”

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.”

“With the classics of 36 Chambers banging in your ear, it is only right that we bring you back to the basics with classics that you can wear,” said Power. “Wu Wear brings the Wu mantra from your brain to your body, and we’re fully delivering.”

The collection makes its first debut this week 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.

For more information on Wu Wear, and a look at at the upcoming collection, please visit: www.wuwear.com.



About Live Nation Entertainment

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Media & Sponsorship. For additional information, visit www.livenationentertainment.com.

Live Nation Media Contact:

Kaitlyn Henrich

KaitlynHenrich@livenation.com