

Wu-Tang/DC Shoes Collaboration



Representing the legendary Wu-Tang Clan and the 20th anniversary of their iconic album 36 Chambers of Death. Digital Launch designed all engagements and licenses for the Wu-Tang Brand from inception through production and to the to market strategy to engage the consumer.

The key focus of the initiative was to translate the Wu-Tang DNA into active lifestyle apparel, partnering with equally iconic brands in the Ski, Snow, Skate vertical.

Amongst the licenses negotiated was a multi piece capsule collection with DC Shoes including but not limited to Boots, Sneakers, Jackets, Snapback Hats, T-Shirts and Hoodies. These pieces all resonated the Wu-Tang ethos and ideology



Drove design, brand clearances, project management and product engagements with consumers on behalf of Wu-Tang.

Results:

- Over 30 unique media placements
- Thousands of Pieces of Product Sold
- Nearly 85Mil Unique Social Media Impressions
- DC Collaborative Product of the Year Award 2013

