

46664 fashion goes global

Nelson Mandela's birthday will be a fashionable affair as clothing brand 46664, named for his Robben Island prison number, launches globally.

On Madiba Day, 18 July, the brand will roll out its first international collection of men's, women's and children's wear in the US.

Items will be available only online at first, but it is expected that the brand will be launched in retail stores across the US by the end of the year.

This is possible because of a partnership with Dallas-based company B US Inc from Brand ID, a division of Seardel that is 46664 Fashion's master licence holder.

According to Brand ID CEO Wayne Bebb, the US launch will be followed by partnerships that will make the clothes available in several other places around the world, including African countries.

The 46664 campaign is one of the largest social justice initiatives in the world, and 46664 Fashion is part of it.

"46664 Fashion is a proud extension of Madiba's incredible humanitarian legacy and as such is more than a clothing brand; it is a powerful communal touchstone for proactive change. It reminds us that everyone has the ability to overturn the status quo and achieve the 'impossible'," says its brochure.

In keeping with this idea, the 46664 brand has committed to aiding social upliftment in South African communities.

Bebb pledged that the 46664 fashion roll-out would benefit community projects.

Money raised during the launch last year has helped fund container libraries in the Eastern Cape, KwaZulu-Natal and the Western Cape, which have played a role in promoting literacy in disadvantaged schools.

The winter 2012 collection is called "The Fighter" and is inspired by Mandela's love of boxing.

Visit www.46664fashion.com for more information.

Source: *The Times*

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