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MR PRICE AND REFUSE CLOTHING BRAND LAUNCH NEW COLLABORATION

2022 Scouting Menswear Winners, REFUSE, founded by Tebogo Makgope and Minenhle Memela, together with local retailer Mr Price are excited to announce their new limited-edition range, titled uMsamo, launching in selected stores, online and on the Mr Price app on 6 September 2023.

A favourite amongst South Africa's youth market, REFUSE has been redefining the local menswear space with their African-infused streetwear made with a luxurious twist since 2016. Last year, the design duo won the coveted Scouting Menswear Design prize at SA Fashion Week which gave them the opportunity to showcase their designs on a global scale, including the upcoming Milan Fashion Week in September 2023.

"REFUSE was created for all the township boys who loved fashion and hustled toward the lifestyle they always wanted. Our clothing speaks to hip-hop influences in our streetwear but never forgot its African roots. The last seven years have been instrumental in us growing our brand and expanding and this Mr Price collab allows us the opportunity to bring our designs and story to an even bigger audience, without comprising on the fundamentals that make us Refuse." – *Tebogo Makgope, co-founder.*

Comprised of 18 pieces, uMsamo, was conceptualized as reconnection to one's ancestral roots through the use of African-inspired graphics and urban streetwear silhouettes. Standout styles from the collaboration include a denim-on-denim set complete with a matching bucket hat, utility gilets & cargo pants, a varsity jacket and acid wash tees featuring REFUSE iconography and more.

"We knew that REFUSE were the perfect brand to partner after their standout showing at SA Fashion Week in 2022. Their energy and passion are symbiotic with who we are at Mr Price and we can't wait for our customers to tap into their explosive designs." – *Kevin Smit, Managing Director, Mr Price.*

The limited-edition range will be available in 48 selected Mr Price stores, online at mrprice.com and on the Mr Price app from 6 September 2023. To follow the REFUSE journey, follow @refuse_rfc on Instagram and visit www.refuse-studios.com for more.

Official hashtag: **#mrpricexrefuse**

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