



2007  
Electronic  
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Kit

# DEFREZ®



*ARTISTIC COLLECTIVE | KULTURAL REFLECTIVE | ENLIGHTENED PERSPECTIVE*

# DEFREZ®

## **About DEFREZ®**

DEFREZ® is an artistic collective that also makes fresh clothing, music and art. The company is known for packaging its t-shirts in *Custom Limited-Edition Vinyl Record Sleeves!*™

DEFREZ® is always forward in fashion and advanced in art. From street schooling to proper education, designer FREZ! maintains the balance between functionality and freshness. Drawing inspiration from the growing line-up of artists associated with DEFREZ®, guarantees appeal from the likes of rock-n-roll hipsters to hip-hop rockers. Deeply rooted in artistic expression, those that wear DEFREZ® are music lovers, painters, progressive thinkers, dancers and day-dreamers.

DEFREZ® clothing is unique - blending extensive treatments, such as 10+ colour designs, hand embroidery, flocking, discharge, oversized labels, splatter paint, dye & wash processes and more. It is the meeting of high-end quality and fresh style...and supports art through fashion.





**DEFREZ® TimePeace**



**Retail:** \$65.00  
**Colour:** Various  
**Style:** Double or Triple Wrap  
**Sizing:** S/M (5.5"-7.0")  
 M/L (6.5"-8.0")

**Feature(s):** Hand-crafted tie band with adjustable snap closure & custom watch face

**\*\*Each order includes an extra tie band, in a different colour!**





**DEFREZ® Cityscape SS**



**Retail:** \$23.00  
**Colour:** Coffee  
**Style:** 100% Cotton Short-sleeve  
**Sizing:** Shrinks 1 size  
**Treatment(s):** Water-based 6-color design on front w/ mirrored design on back  
**Front Design:** San Francisco cityline within DEFREZ® lettering- branching off with a detailed pen, microphone and DJ turntable.  
 Tagline reads: *ARTISTIC COLLECTIVE*  
*KULTURAL REFLECTIVE*  
*ENLIGHTENED PERSPECTIVE*  
**Back Design:** Mirror image of front design

**Jungle Streets LS**



**Retail:** \$29.00  
**Colour:** Black  
**Style:** 100% Cotton Long-sleeve  
**Sizing:** Shrinks 1 size  
**Treatment(s):** Water-based 4-color fade design w/ bleach discharge starburst, hand embroidered rays & puff-screen bananas  
 \*\*Vintage grinding around neck, cuffs and bottom hem  
**Front Design:** Jungle street scene w/ puff-screen bananas as lamppost lights, puff-screen street lane dividers & turquoise to magenta gradient leaf pattern  
**Back Design:** DEFREZ® Boombox logo on upper-left shoulder w/ hand embroidered rays

**Music in Nature SS**



**Retail:** \$25.00  
**Colour:** Military Green  
**Style:** 100% Cotton Short-sleeve  
**Sizing:** Shrinks 1 size  
**Treatment(s):** Water-based 9-color design w/ bleach discharge starburst & jungle leaves, hand embroidered rays & puff-screen headphones & flocked (felt) stars/words throughout written word piece by artist FREZ!  
 \*\*Vintage grinding around neck, cuffs and bottom hem  
**Front Design:** Two headphones w/ wire cables plugged into leaves  
**Back Design:** DEFREZ® Boombox logo on upper-middle back w/ hand embroidered rays

**Music in Nature LS**



**Retail:** \$29.00  
**Colour:** Navy Blue  
**Style:** 100% Cotton Long-sleeve  
**Sizing:** Shrinks 1 size  
**Treatment(s):** Water-based 9-color design w/ bleach discharge starburst & jungle leaves, hand embroidered rays & puff-screen headphones & flocked (felt) stars/words throughout written word piece by artist FREZ!  
 \*\*Vintage grinding around neck, cuffs and bottom hem  
**Front Design:** Two headphones w/ wire cables plugged into leaves  
**Back Design:** DEFREZ® Boombox logo on upper-middle back w/ hand embroidered rays



**Turntable Treestumps SS**



**Retail:** \$25.00  
**Colour:** Tan  
**Style:** 100% Cotton Short-sleeve  
**Sizing:** Shrinks 1 size  
**Treatment(s):** Water-based 8-color design w/ flocked (felt) turntable slipmats

**Front Design:** Two turntables built into treestumps w/ leaves around the base.  
 Tagline reads: *Cause even the straightest folks them knee bumps*

**Turntable Treestumps LS**



**Retail:** \$29.00  
**Colour:** Dark Brown  
**Style:** 100% Cotton Long-sleeve  
**Sizing:** Shrinks 1 size  
**Treatment(s):** Water-based 8-color design w/ flocked (felt) turntable slipmats

**Front Design:** Two turntables built into treestumps w/ leaves around the base.  
 Tagline reads: *Cause even the straightest folks them knee bumps*

**Hawk Bombs SS**



**Retail:** \$25.00  
**Colour:** Black  
**Style:** 100% Cotton Short-sleeve  
**Sizing:** Shrinks 1 size  
**Treatment(s):** Water-based 9-color design w/ bleach discharge starburst, hand embroidered rays, puff-screen grenades & custom DEFREZ® patch

**Front Design:** DEFREZ® Boombox logo on upper-middle chest w/ hand embroidered rays

**Back Design:** Hawk dropping puff-screen turquoise grenades over distressed excerpts from various texts

**Hawk Bombs LS**



**Retail:** \$29.00  
**Colour:** White  
**Style:** 100% Cotton Long-sleeve  
**Sizing:** Shrinks 1 size  
**Treatment(s):** Water-based 9-color design w/ bleach discharge starburst, hand embroidered rays, puff-screen grenades & custom DEFREZ® patch

**Front Design:** DEFREZ® Boombox logo on upper-middle chest w/ hand embroidered rays

**Back Design:** Hawk dropping puff-screen turquoise grenades over distressed excerpts from various texts



### Ammunition SS|LS



**Retail:** \$23.00 SS | \$27.00 LS  
**Colour:** White  
**Style:** 100% Cotton  
**Sizing:** Shrinks 1 size  
**Treatment(s):** FREZ! x MALAKAI collaboration  
42 piece Limited Edition Short-sleeves  
18 piece Limited Edition Long-sleeves

**Front Design:** Jesus w/ Dove of Peace flying out of His right hand, on top of AK47 bullet

### LA:Copter SS|LS



**Retail:** \$23.00 SS | \$27.00 LS  
**Colour:** White  
**Style:** 100% Cotton  
**Sizing:** Shrinks 1 size  
**Treatment(s):** FREZ! x MALAKAI collaboration  
42 piece Limited Edition Short-sleeves  
18 piece Limited Edition Long-sleeves

**Front Design:** Venice skyline (from MALAKAI photography) on top of Apache helicopter blade

### Life Above SS|LS



**Retail:** \$23.00 SS | \$27.00 LS  
**Colour:** White  
**Style:** 100% Cotton  
**Sizing:** Shrinks 1 size  
**Treatment(s):** FREZ! x MALAKAI collaboration  
42 piece Limited Edition Short-sleeves  
18 piece Limited Edition Long-sleeves

**Front Design:** Sierra Leone mother w/ two children on top of AK47 rifle

### Fight or Flight SS|LS



**Retail:** \$23.00 SS | \$27.00 LS  
**Colour:** White  
**Style:** 100% Cotton  
**Sizing:** Shrinks 1 size  
**Treatment(s):** FREZ! x MALAKAI collaboration  
42 piece Limited Edition Short-sleeves  
18 piece Limited Edition Long-sleeves

**Front Design:** Army tank firing flock of birds from canon



### DEFREZ® Cityscape SS



**Retail:** \$25.00  
**Colour:** Heather Grey  
**Style:** Cotton/Poly/Rayon Blend  
**Sizing:** True to size  
**Treatment(s):** Water-based 6-color design on front w/ mirrored design on back  
 \*\*Vintage grinding around neck, cuffs and bottom hem

**Front Design:** San Francisco cityline within DEFREZ® lettering- branching off with a detailed pen, microphone and DJ turntable.  
 Tagline reads: *ARTISTIC COLLECTIVE*  
*KULTURAL REFLECTIVE*  
*ENLIGHTENED PERSPECTIVE*

**Back Design:** Mirror image of front design

### Broken Butterfly SS



**Retail:** \$23.00  
**Colour:** Iris (also available in Black)  
**Style:** 100% Fine Jersey Cotton  
**Sizing:** True to size  
**Treatment(s):** Silver-foil design on front w/ mirrored design on back & water-based broken butterfly along left seam  
 \*\*Raw edge bottom hem and sleeves

**Front Design:** DEFREZ® Tape logo w/ butterfly wings  
 Tagline reads: *FOR THE SAKE OF ART*

**Back Design:** Mirror image of front design

### Jungle Streets SS



**Retail:** \$25.00  
**Colour:** Chocolate Heather  
**Style:** Cotton/Poly Blend  
**Sizing:** True to size  
**Treatment(s):** Water-based 4-color fade design w/ bleach discharge starburst, hand embroidered rays & puff-screen bananas

**Front Design:** Jungle street scene w/ puff-screen bananas as lamppost lights, puff-screen street lane dividers & turquoise to magenta gradient leaf pattern

**Back Design:** DEFREZ® Boombox logo on upper-left shoulder w/ hand embroidered rays

### Japanese Dreams SS



**Retail:** \$25.00  
**Colour:** Grapefruit (also available in White)  
**Style:** 100% Fine Jersey Cotton  
**Sizing:** True to size  
**Treatment(s):** Water-based 8-color design on front w/ flocked (felt) unicorn, blue-foil waterfall, custom DEFREZ® patch & written word piece by artist FREZ!  
 \*\*Raw edge bottom hem and sleeves

**Front Design:** Japanese nature scene visually descriptive of written word

**Back Design:** *Japanese Dreams* in cursive script w/ DEFREZ® patch



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Press  
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PR1

# DEFREZ

FOR IMMEDIATE RELEASE

## DEFREZ® LAUNCHES MUSIC INSPIRED PACKAGING

*T-Shirts in Custom Limited-Edition Vinyl Record Sleeves™ Introduced Into the Marketplace For the First Time Ever!*

LOS ANGELES, CA - DEFREZ® Clothing continues to set themselves apart with the debut of their unique and exclusive product packaging. T-shirts purchased online at DEFREZ.com and at select retailers come in *Custom Limited-Edition Vinyl Record Sleeves™* and is the first of its kind to hit the marketplace.

“Music is such a strong creative influence in what we do, that it only makes sense to package our art in record sleeves,” says MALAKAI, co-owner of DEFREZ®. The packaging is so innovative that DEFREZ® has trademarked it.

The vinyl record sleeves are designed by DEFREZ® artists, and will be released as a limited edition item. Founding artist FREZ! created the first set which are soon to be collectors’ items. Other artists who share the DEFREZ® vision will design the next series launching in 2008, with the designs being more reflective of other artistic mediums beyond music.





2007  
 Press  
 Release  
 PR2

# DEFREZ

FOR IMMEDIATE RELEASE

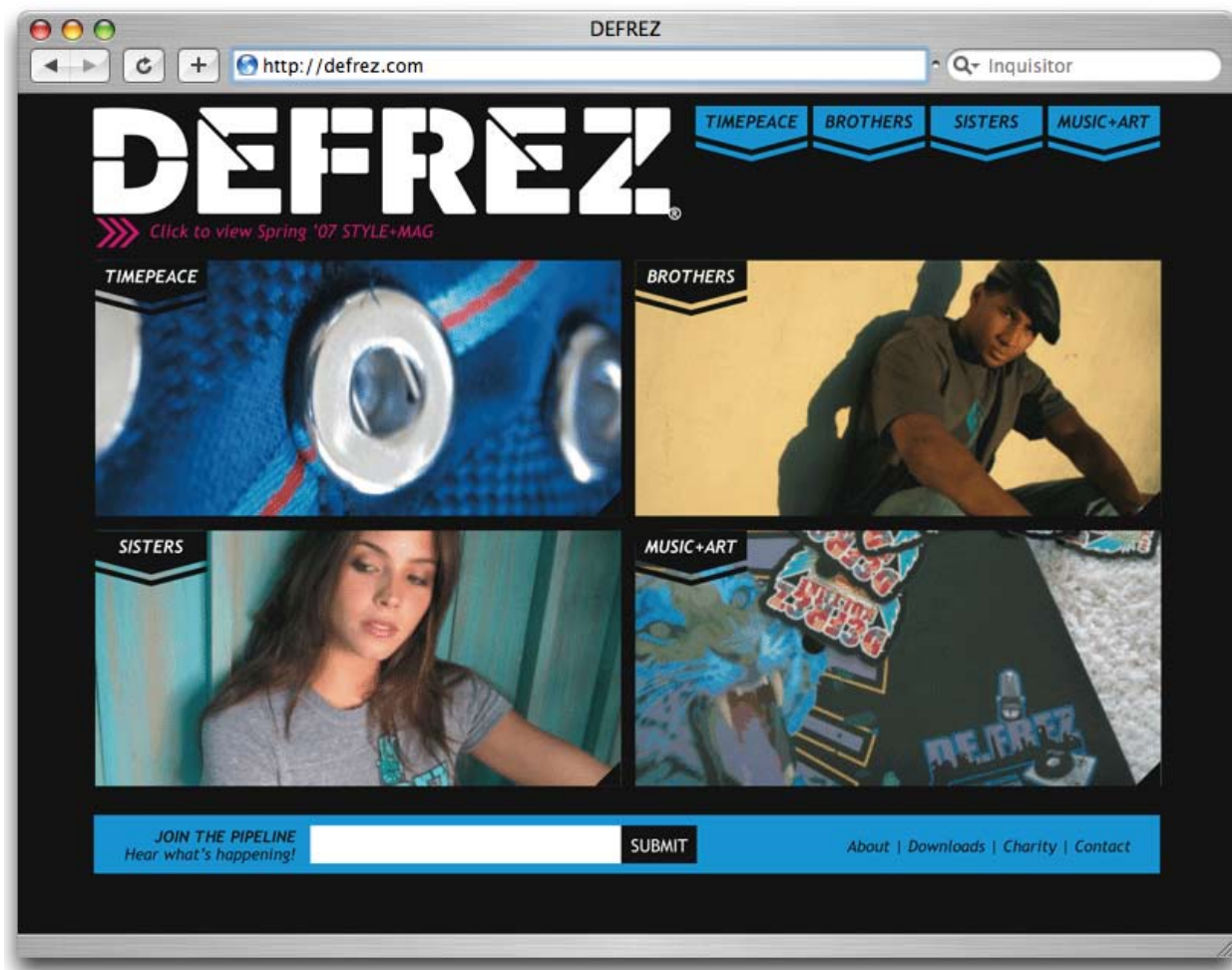
## DEFREZ® JOINS THE FIGHT FOR CHANGE!

*DEFREZ® Donates Percentage of Sales to Global, National & Local Charities*

LOS ANGELES, CA - Quickly becoming more influential in the arts & culture arenas, DEFREZ® Clothing has repurposed their brand by announcing today the donation of 10% of all online sales to charity organizations. Charities include Tearfund Organization (Global), Unicef (National) and DEFREZ® local charitable efforts; each of which can be decided by the consumers at point of purchase.

*“Giving our customers the opportunity to support a charity of their choice enables everyone to have the power to change our global community and share in the positive impact,”* said founder and creative director FREZ!.

This repurpose is visually represented by the re-launch of DEFREZ.com, acting as a simplified online platform to display DEFREZ® goods. The collection includes the Signature DEFREZ® TimePeace watch, T-shirts for Men and Women (coined “Brothers and Sisters” by DEFREZ®) as well as art by the collective.





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Press  
Release  
PR3

# DEFREZ

FOR IMMEDIATE RELEASE

## DEFREZ® CLOTHING IS 'BOLD AS A LION'

*DEFREZ.com Gives Away Bibles with Artist Designed Covers*

LOS ANGELES, CA - With a strong desire to positively impact and shape culture, DEFREZ® Clothing has announced today that they will offer a free Bible to all online purchasers. DEFREZ® is taking responsibility as an influential company amongst the fashion, music and artistic arenas to reach out as Christian believers and share the gospel. The Bibles will feature cool and modern covers designed by DEFREZ® Artists. The designs will draw on biblical scripture, with the first piece inspired by *Proverbs 28:1*.

*The wicked flee when no one is pursuing,  
But the righteous are bold as a lion.*

"My hope is that people will be able to openly read the book free of any hang-ups, as a bonus to looking super-fresh in DEFREZ® gear!" says FREZ!, the first artist to lend his hand to the project.

