

Sedgwick Cedar Hip-Hop Collection a Hit

Written by Robert ID2373

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Last week, Sedgwick & Cedar, the heritage clothing brand of Hip-Hop, unveiled its new 2006 Collection at the MAGIC Show to huge acclaim from retailers worldwide.

The retail demand and brand buzz were overwhelming for this 12-month-old company. Sedgwick & Cedar opened more than 200 urban specialty accounts in the United States and 10 international distributors during the four-day show.

Many industry veterans commented that Sedgwick & Cedar will be the “next” company to lead the market.

“Sedgwick & Cedar is a company that relates to the new movement in the market where consumers want special product that not only has outstanding design detail and graphics but has deep meaning,” said Ray Riccio, CEO. “Our brand name and new collection reflects something very special and powerful.”

The company’s name relates to the actual Bronx intersection of 1520 Sedgwick Avenue and Cedar Park that gave birth to Hip Hop in 1973. “We combined powerful images of the South Bronx cityscape with rare imagery of the founding pioneers of Hip Hop to create unique vintage graphics that are relevant to young consumers today,” stated Riccio.

“The historic photo images were provided by legendary photographers Joe Conzo and Charlie Ahearn who licensed the rights to Sedgwick & Cedar for use in footwear and apparel.”

The new graphics and details are seen throughout the line on high-end tees, hoodys, track jackets and wool Melton jackets that combine the raw imagery of the environment and elements of the culture from which Hip-Hop was born.

Riccio stated, “The reaction at MAGIC has been absolutely overwhelming. We completely sold out March production.

However, we are adding extra shifts to fulfill retail demand anticipated for April.”

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Another "MAGIC" highlight was the impromptu performance by pioneering legends Melle Mel, Grandmaster Caz, Sha-rock and Chief Rocker Busy Bee performing such classics as "The Message," "White Lines" and "Rappers Delight." In addition, DJ Kool Herc, The Father of Hip Hop, got on the mic to provide verbal history of the events that spawned Hip Hop culture more than 30 years ago and was the basis for launching Sedgwick & Cedar Vintage Co.

Nearly 1,000 attendees jammed side by side in front of the Sedgwick & Cedar booth, waving their hands while dancing to the classic hits performed by the pioneers.

Those attendees also enjoyed the internationally acclaimed and award winning B-boy crew Foot Klan who performed throughout the show wearing the latest S&C styles. Foot Klan performed all week showing off classic "popping," "locking," "break dancing" and "House" style dances in front of the booth and at after-hours events, helping to create buzz and draw in retailers, in support of the pioneers and Sedgwick & Cedar.

A percentage of proceeds from every sale will go back to the pioneers.

To learn more about Sedgwick & Cedar, visit www.sedgwickandcedar.com

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