



August 10-11 2010 Bristol

PRESS RELEASE

## Street Brands Make a Scene at HUB 2010

**HUB** the street and boardsports event taking place at Bristol next month has lined up some of the best in cutting-edge street fashion labels. **RVCA, Urban Kreation, WeSC, Protest, Trespass, Sole Technology, Dragon and Plain Lazy** will be among the hottest brands on show at this two-day event designed in particular with street fashion retailers in mind.

**Urban Kreation** will be showing the very latest in Kevlar® armour protective urban sports wear – Every piece of clothing in the Urban Kreation Clothing range has been specially designed with the urban playground in mind. In addition to the woven Kevlar layer jeans have calf openings and bespoke linings that allow wearers to insert extra armour around vulnerable areas such as the knees and hips, while tops have Kevlar panels around the shoulders and elbows. Key to the collection is the softness of the Kevlar fabric, and that fashion has not been sacrificed for practicality.

**Dragon Alliance** are always at the cutting-edge of street design, especially in eyewear where the very latest creations will be on display. A global brand with fantastic retailability.

**WeSC's** (WeAretheSuperlativeConspiracy) latest collection is inspired by the American classics, by the vivid colours often representing nations and seen on flags... It's fine oxford shirts, baseball jackets, anoraks and granddad shirts. The most dominant colours are the blues, the greens, army and beige - shades that together creates a wholesome look for the members of the Superlative Nation.

**Trespass** know a thing or two when it comes to combining good looks with durability and the latest in waterproof technology – always a popular choice among retailers.

Boardwear brand **Protest** has is launching its first ever UK collection and promises a design-led, eclectic range at **HUB**. The brand brings a unique collection of board and streetwear defined by bold, bright colours and underground art. This forms the trend throughout the collection, which is underpinned by an undying devotion to the surf.

Spreading the laziness, street brand **Plain Lazy** will be demonstrating why this fresh and funky label is going global. With their unique take on life, and a brand that is set to grow and grow, check them out and all their latest creations.