

LFDY

Media Info

Cooperation of subcultures: The Bulldog and LFDY announce joint drop

Düsseldorf/Amsterdam – April 6, 2024.

The LFDY x THE BULLDOG Capsule Collection unites **LFDY** and **The Bulldog**, the oldest coffee shop in Amsterdam. In reference to the legalisation in Germany, the collaboration, consisting of clothing and rolling tools, makes a political statement. LFDY celebrates the launch of the collection on April 6th with an exclusive store event at their Amsterdam location the night before. Parts of the cannabis subculture have been repeatedly incorporated into the brand's collections and visuals in the past, including grinders, papers and lighters from LFDY. With artwork inspired by films such as "La Haine", LFDY has repeatedly made a reference to this world.

The brands' first collaboration creates an exciting synergy between the two influential underground scenes. As pioneers in their respective fields, The Bulldog and Live Fast Die Young embody the essence of freedom, rebellion and self-expression. The clothing and lifestyle accessories from the first joint drop will be available from April 6th.

The Bulldog

The Bulldog is a world-renowned coffee shop chain that has been shaping cannabis culture in Amsterdam since 1975. Henk de Vries laid the foundation for the world's first coffeeshop in 1970 at the *Holland Pop Festival* in the Kralingse Bos in Rotterdam, the Woodstock of the Netherlands. De Vries recognised the demand for cannabis among the guests and began selling his product to the festival visitors, despite being prohibited by the police. Festival organizer Koos Zwart stood up for de Vries and allowed him to officially sell his marijuana on the festival grounds. This historic event marked the beginning of de Vries' pioneering work and paved the way for the development of The Bulldog. To date, the brand has developed into a global company with coffee shops, social clubs, cafés, a hotel and brand stores in Amsterdam, Ibiza, Barcelona, Rome and Silver Star (Canada).

LFDY x THE BULLDOG Capsule Collection

The collaboration between The Bulldog and LFDY connects the Dutch underground with the streetwear scene. The joint LFDY x THE BULLDOG Capsule Collection includes a wide range of hoodies, T-shirts, overshirts, baggy pants, beanies, caps and smoking accessories that combine the best of both worlds while reflecting the individual brand DNA of both brands. The classic Live Fast lettering is complemented by the characteristic bulldog head in flat retro prints.

"The drive to innovate is in our DNA. With the dynamic energy of LFDY, we are putting a new spin on that. It represents my own vision of innovation within The Bulldog, bringing together our rich history with original and exciting ideas. It's not about changing who we are, but growing in new directions for the next generation. The Bulldog has always been at the forefront, and with LFDY, we embrace yet another wave of creativity. It's a fresh chapter in the cultural influence of our brand." — Chantal de Vries, Marketing Manager The Bulldog.

LFDY

LFDY's decision to collaborate with the Dutch cult brand emphasises the importance of the Dutch streetwear and rap scene as well as the brand's increasing international focus.

The LFDY x THE BULLDOG Capsule Collection will officially launch on April 6, 2024, and will be available online at livefastdieyoung.com as well as in LFDY stores in Amsterdam, Hamburg, Berlin, Cologne, Düsseldorf, Munich and London.



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