

AFRO APPAREL



FOR IMMEDIATE RELEASE

RHYM GUISSÉ,
THE NEW AFROAPPAREL
GLOBAL BRAND AMBASSADOR

PHILADELPHIA, PA February 13, 2014 – In an exciting partnership between two multicultural visionaries, AfroApparel is proud to introduce Rhym Guissé as the line's new brand ambassador. Rhym Guissé, with her diverse background and humble roots in the Sub-Saharan and Maghreb regions of Africa, is a symbol of international class and representative of a committed artist.

Like AfroApparel, the ambitious screen actress with the exotic beauty of an icon Rhym Guissé radiates boldness, elegance and generosity, from working behind the lens to giving back to the world community she comes from. Both AfroApparel and Rhym Guissé share the values of doing what they do with style and the intention of excellence.

"We are pleased to welcome Rhym Guissé as our newest global spokesperson," said Bala Peterson, Co-Founder and Curator of AfroApparel. "As a citizen of the world, Rhym's lifestyle and commitment to the advancement of the African story will inspire people everywhere to take a more active role in participating in connecting with their African identity."

In her new role as brand ambassador, Rhym Guissé will take centre stage in the line's upcoming advertising campaign, certain to generate lots of buzz when it is revealed in April 2014.

"I am thrilled to be working with AfroApparel and to be representing their incredible clothing line devoted to using design to tell stories," said Rhym. "The African identity to me is about being driven, strong, and an avid learner both physically and mentally; and AfroApparel products arm me with the symbol of strength and style I need. I cannot wait to continue to share my experiences with the brand with everyone."

Good or Bad, colonialism has shaped us all, the way we see ourselves as people and the way we are perceived by others. AfroApparel is taking a fresh look at the African identity and helping re-interpret it in the global apparel world – where Africa is underrepresented. People on the African continent are hungry for something, anything that reflects their identity in a modern, positive, and reverent way. For more information visit www.afroapparel.com and Rhym's official website www.iamRhym.com