The Béret Kodjia: the new committed piece of Maison French Deal

French Deal was born from the fusion of hip hop, fashion and the celebration of Africa.

Awarded in 2019 at the Fashion Film Festival in La Jolla (California - USA), the brand now invites women into its men's wardrobe with the launch of Kodjia berets.

BÉRET KODJIA

Unisex pieces with a committed style, these accessories marry French manufacturing and African craftsmanship.

French Deal uses its know-how of excellence to give life to unique and timeless pieces. On the program: noble materials, hand sewn and light on a living heritage.





Subtly inspired by the one worn by the Black Panther Party, like a symbol of protest, the Béret Kodjia becomes the essential of an affirmed look.

The collection is composed of nine designs. The first four berets are in black wool. Steeven Kodjia wanted to marry the iconic accessory, marker of African-American emancipation, with the cowrie shell. As an emblem of the African continent, this natural shell enhances the hat with finesse.

« What we wear today reflects the idea we have of the world and the values we teach our children. Our style and our labels are cultural vectors that engage us. We are what we wear. Kodjia berets bring together and honor the history of our Afro-descendant peoples. »

- Steeven Kodjia

French Deal also offers couture pieces. Some of them are dressed in the famous Baoulé loincloth, introduced in the latest collection, Volume 4, of the brand. This Ivorian handmade fabric tells the story of the Odyssey of the Baoule people, a family heritage of the designer. The berets made of loincloth are declined in black, blue and red.

Finally, at the heart of the collection are two must-have pieces. The Béret Kodjia covered with black guipure, an uncontested code at French Deal since its creation. And, for lovers of powerful pieces, the black leather beret for a total look, noble and daring.

The models of the collection are on sale on the brand's website from 125 euros for the black wool berets and 250 euros for those made of loincloth. The pieces in guipure and leather are respectively 550 and 590 euros.

WHERE TO FIND THE KODJIA BERETS?

To discover the Kodjia berets, visit our e-shop **frenchdeal.biz**.

They are also available for purchase at two American retailers: the e-shop *HATS.com* and the New York store *Flamekeepers Hat Club* based in the Harlem district.



The first photos of the collection can be downloaded through the following link:

frenchdeal.biz/en/press-section/

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