District Roots | Heart of the City Launch

Tuesday 25 September, 2012

Manchester based District Roots is a fresh and innovative UK brand, created by Self taught designer and t-shirt lover Edwin Etadafe.

Tired of seeing the lethargic, boring and unjustified designs currently floating around, Edd went about building his own brand using iconic imagery and colloquial sayings from different cities across the UK. This has helped connect the unique designs with their motif of city pride and community adding great depth and meaning to each and every design.

The label was founded in February 2012 and launched in August, with their first clothing line 'Heart of The city'. District Roots aim to 'inject some feeling back into your clothes' by providing stylish clothing that helps re-connect people with their origins. See more of our latest activity here.

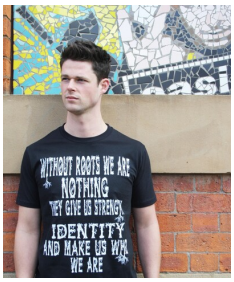
Born out of the founder's passion for his city, District Roots intends to push their concepts mainstream. District Roots currently have an exclusive on-line store but are also working on plans to expand, through retail stores.

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NOTES TO EDITOR:
You can read more about our activites here:
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