

FREEMIND US

Love - Artist - Legacy

OBSESSION
FW20



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RED CARPET AND LOVE INSPIRED

SILENCE IS VIOLENCE

The way this society was built, with the fear of being overshadowed by the black race. As group of individuals tend to form their own social behaviors, their ideas and unique cultures, black people suffer the most across continents. We have witnessed some innocent lives being taken, and being affected over the past months as a result of racial discrimination, police brutality, and other hate related issues.

There is a fine line between love and hate, so most people in this society tend to lean towards hate because it is easier to hate and not even realize. We have to make efforts and lean more towards Love.

FREEMIND US commits to using their arts to educate the world on key topics that will help overcome these issues. Breaking our silence, consistency in our actions, and having empathy will make a huge impact in this fight. We are taking the lead today with our latest collection release untitled "Obsession" that focuses on Love, Artist, and Legacy.

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ABOUT FREEMIND US AND STORY



At Freemind US, we believe connection is essential to life and a foundation to mankind's nature, and it directly impacts our decisions daily. The clothing brand was founded on this idea of reshaping fashion and connecting people's brain with their daily style. We are taking a fresh and creative approach that will change the fashion industry. Adhering to the vision will enable you to reach your highest potential.

Freemind US releases Obsession to motivate and empower people to look into their obsession. We began the narrative with an artwork specifically designed to bring people together and create love.

Our approach to helping our supporters follow their intuition leads us to partially disagree with the world's definition of an artist. Leaving a legacy is Freemind US main purpose.

"While styles of fashion and certain materials have changed throughout time, there has never been a change of approach to fashion, until now."

There needed to be a better approach that fits the individual and brings out the best in each person.

"I am not an angry man, nor am I crazy. I simply understand that I am a black man in a white world. So no more pain, shame or misery! The world is ours!"

- Hamed Cisse -

Founder and CEO of FREEMIND US

OBSSESSION LET'S BUILD A LEGACY TOGETHER

FW - 2020

Being adaptive to the environment,
unleashing your inner artist, and working
towards happiness while following your
intuition.

OBSSESSION

EVERY
DAY
IS A
PARTY





OBS-LEG French Terry Hoodie



OBS-ART Nylon Short



OBS-LUV Knitted Cardigan



OBS-LUV 2-Tone Matching Set



OBS-LUV

Gold Satin Jacket with cloudy lining and matching pant with 6 pockets and wide legs.



Purple Satin Jacket and matching pant with cargo pockets.

OBS-ART

We partially disagree with the ones who believe that Art is an innate talent. We empower our supporters to look into their obsession, unleash their inner artist and be happy.





OBS-LUV Turtleneck



OBS-LEG Fred Perry Hoodie



OBS-LUV Purple Satin Set



OBS-LUV 2-Tone Shirt



OBS-LUV 2-Tone Matching Pant



OBS-LUV Satin Pant



OBS-LUV Gold Satin Set

FREEMIND US

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FACEBOOK

Free Mind Clothing