

**PRESS RELEASE** | Date: 02/25/20

David Rediker, Internal Marketing

Title: **Deontay Wilder's Costumers Address Role With "Bronze Bomber"**

In response to the recent criticism raised over Deontay Wilder's costume for *Wilder vs Fury II*, *Cosmo and Donato* released the following statement:

*From day one, we have shared Deontay and Telli's vision for "The Bronze Bomber". We remain excited as-ever to participate in the creative expression this alter-ego affords our client. Deontay is emphatic that Cosmo and Donato, Inc., continues to resonate with their growth-strategy for the "Bronze Bomber".*

*As the complexity and sophistication of the "Bronze Bomber's" aesthetic graduates to new heights, we stand by the successful branding initiatives and exceptional craftsmanship we have delivered, and are grateful for that opportunity. Last weekend, the hard work of our entire team – notably, our theatrical division—achieved an unprecedented synergy of cinematic couture and pro-sports. Also unprecedented: The robust public conversation devoted to all our collaborations with Ms. Swift and Mr. Wilder.*

"Deontay Wilder called me at home last night," says Donato. "We had an extensive honest conversation that put confusion and rumors to rest. Reiterating that he qualifies us as "family", Deontay was very clear that he looks forward to future collaborations. The subject of the call then turned to "Wilder v Fury III".

Cosmo says, "All of us at *Cosmo and Donato* consider it a privilege to contribute to the cultural and professional legacy of the iconic Deontay Wilder. As a fashion enterprise, I see no greater honor or responsibility that our team could be entrusted with."

*Cosmo and Donato, Inc.*, echoes the sentiments of [@boxingintellect](#), that poignantly articulate the gravity of Deontay Wilder's historic arena-processional of Saturday, February 22<sup>nd</sup>.

*Though he [Deontay Wilder] was bested last night, we can't ignore the greatness he displayed... as he made his way to the ring. Wilder unapologetically forced the world to take him in, in all his performative glory, as he made black magic, black excellence, black medicine, and everything "black" central to his narrative. [Fans] got to see the visual transformation... as Deontay Wilder became "The Bronze Bomber". ...Video walls projected images of Frederick Douglass... Muhammad Ali and other black giants. Hearing the fans ...erupt in joy, excitement, and hope truly reflected a powerful juxtaposition... The Bronze Bomber... as this "black medicine", "everything black." ...wearing a custom-made outfit and [crown and] mask designed by @cosmoanddonato. Wilder's fashion was an intentional choice. [The] rhinestones, chest plate, skull shoulder pads, and red LED lights glowing around his eyes were symbolic "to a lot of men and women that paved the way for us, this is black history month and I'm going to be paying tribute to that." Win or lose, the world heard his message. It is these kinds of things that make a man great and a future legend.*



*In addition to a Los Angeles-based couture studio, Cosmo and Donato, Inc. encompasses private-label fashion manufacturing, custom fragrance and cosmetics development, and a theatrical costumier division. The company operates 2 full-line retail stores, pop-up shops throughout Los Angeles, and online at [www.CosmoAndDonato.com](http://www.CosmoAndDonato.com). Their Melrose Ave boutique, Cosmo's Glamsquad, is the penultimate Los Angeles "couture underground" mecca for fashion revolutionaries, editorial stylists, and Burning Man statement-attire. Cosmo and Donato manufacture exclusively in the United States of America.*

For more information on Cosmo + Donato and the recent match, please see the following press links:

Cosmo + Donato Website  
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