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Title: "Unfinished Business" - Big Business For Atelier of Cosmo & Donato

Saturday night, fight clubs and fashion designers are betting on "The Bronze Bomber". February 22, undefeated WBC heavyweight Deontay Wilder (42-0-1) faces nemesis Tyson Fury (30-0-1) for a title-breaking rematch, bringing their much-hyped feud full circle, in more ways than one. Their 2018 match (ending in a draw) showed us the "superhuman" side of Deontay Wilder. His theatrical entrance-attire for the occasion marked an on-going collaboration between Deontay Wilder and *Cosmo & Donato* -- the Los Angeles couturier/costumier tasked with bringing "warrior couture" to life. You can thank the fashion house for spawning the instantly-recognizable *crown-and-mask* concept Wilder adopted as his logo.

From that match on, an explosion of social media and press commentary on Wilder's attire was an unexpected publicity bonus that solidified a strategy of employing fantasy-villain processions to both intimidate opponents and stoke audiences. Naturally, his 42nd straight win in November 2019 caused an internet-breaking reaction. But what stole the cover of UK's *The Daily Mail* wasn't a headline touting his triumph over Luis Ortiz; rather, the front-page news was Wilder's Spartan soldier look, achieved with 90,000 Austrian crystals and Italian crème leather. The fee? Close to \$15,000; *not* including the crown and mask dripping in Swarovski.

Billed as "Unfinished Business", the Wilder/Fury rematch marks the fourth successive collaboration between Deontay Wilder and *Cosmo & Donato*. Since the first face-off against Fury, legendary stylist Cosmo Lombino and expert *cordonnier* Donato Crowley have been the "glam squad" behind the elevation of The Bronze Bomber's ring persona and post-victory interview looks. No strangers to the needs of athletes, *Cosmo and Donato* count Giancarlo Stanton, Shawn Porter, Claressa Shields, and Shaquille O'Neal ("DJ Diesel") as clients.

"Unfinished Business" will debut Wilder's most sensational, most menacing concept yet. Continuing to out-do each previous look, this high-stakes warrants a decidedly more sinister statement. *Cosmo and Donato* evoke the gothic terror of Hammer's 1968 horror classic "*The Devil Rides Out*", adding sculptural angles of vintage Alexander McQueen; and with a pricetag well past 4 times higher than the wardrobe "tab" allotted for the Ortiz match, you're *not* going to be disappointed. Apart from Wilder's procession costume, boxing shorts, and post-interview attire, the designers will be dressing Wilder's daughter, as well as his fiancé, actress Telli Swift, for the event.

In addition to private couturier services, Cosmo and Donato, Inc. encompasses private-label design and manufacturing, custom-fragrance and cosmetics, and theatrical costumier divisions. The company operates 2 full-line retail stores, pop-up shops throughout Los Angeles, and online at www.CosmoAndDonato.com. Their Melrose Ave boutique, Cosmo's Glamsquad, is the penultimate Los Angeles mecca for fashion revolutionaries, editorial stylists, and Burning Man attire. Cosmo and Donato manufacture exclusively in the United States.