

DVLP Clothing signs PURPOSE FOUND, from Fresh Breath Committee

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DVLP Clothing is proud to announce the signing of Mykal Hudson, stage name Purpose, to the DVLP Family. Purpose is one of five premier emcees, and a key contributor to the success of the local hip-hop group Fresh Breath Committee. Westword recently awarded the talented young group "Hip-Hop Album of the Year", after releasing their impeccable debut album CPR. Purpose, who has devoted his life to music, is not only a rapper, but a singer and a vocal percussionist. Purpose intends on demonstrating his personal freedom through an interactive approach in the upcoming release of his first solo EP release, Artistic Liberation. Citing influences such as Reflection Eternal, John Legend, and Brother Ali, Purpose answers any box shaped notions with Artistic Liberation. Style and versatility are major components in his success.

Bringing creative minds together and supporting the growth of talented people is the foundation behind DVLP Clothing. "When we were introduced to Purpose of Fresh Breath Committee" says Tyler Browning, VP of Marketing for DVLP, "we knew that this was an individual who brought the same passion and drive to life that we at DVLP bring every day, and that it made sense to work together". Purpose and DVLP Clothing have some big things planned over the next 6 months, with some new music inspired projects.

The limelight over the past few years has sent Purpose soaring; beginning in 2008 when his first mixtape, Point Blank, received a top ten rating from Westword for displayed astounding lyricism. In 2009 Purpose emerged victorious as Denver Idol after competing against over 300 singers. To further his credentials, Purpose won the title of Denver Freestyle Champion after battling to victory in the "Put Your Money Where Your Mouth Is" emcee freestyle battle earlier this year.

Purpose's group Fresh Breath Committee will be performing at The Game concert on July 31 at the Fox Theatre in Boulder, CO

DVLP Clothing is a Denver, Colorado based streetwear company. The company prides itself on producing locally made garments with strong, unique designs. DVLP business is based upon supporting the creative community and the environment. All products are either made from organic, sustainable materials or a portion of the proceeds from sales support community initiatives. As the tagline states, the company desires to "Create. Inspire. Evolve."

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[You can find this press release here](#)