

DRP PARIS IS TAKING OVER COMPLEXCON LAS VEGAS!

After lighting up Jakarta with a massive festival, DRP is now headed to a new dream destination: Las Vegas.

On November 16th and 17th, ComplexCon annual festival opens its doors for what promises to be a colossal edition.

ComplexCon is the ultimate playground for street culture, blending pop culture, art, fashion, sports, music, and food. It's 'the' place to be, where international cool kids collide. With concerts by Playboi Carti, Travis Scott, and Metro Boomin, alongside partner brands like 032c, Ambush, Nike, New Era, L'Art de l'Automobile ou encore Yohji Yamamoto, the event is set to leave a lasting mark on street culture.

ComplexCon attracts 60,000 visitors over two days, featuring more than 300 brands, and has a massive reach of 10M+ impressions across social media.

After welcoming legends like Pharrell, Sarah Andelman, Takashi Murakami, and Virgil Abloh, it's DRP's time to shine.

We've scored our golden ticket to join the game

with a booth that's sure to turn heads. Standing tall at six meters, our Eiffel Tower replica, a symbol of Paris, will showcase a curation of four brands that embody the spirit of Parisian youth culture:

- Please Paulo Stop Cappin, the mayor of Paname.
- Pierre Bassene, the perfect blend of Parisian vibes and street style.
- Pièces Uniques, the unmissable rising star of Paris fashion and winner of the ANDAM prize.
- Pablo TShirt Factory, the go-to for the most hyped merch.

For DRP, this is a global move to leave our mark on the international pop culture scene.

But that's not all. We're also launching DRP Magazine #7, featuring headline acts like Marine Serre, Services Généraux, Theodora, Johanna Tordjmann, TemaLaPaire, and Infrastructure. This bilingual edition is designed to captivate a global audience, while keeping that distinct French touch that sets us apart.

Join us on November 16th and 17th to experience ComplexCon with DRP Paris!







DRP JAKARTA WAS THE BOMB

From July 25 to August 4, DRP Paris flew to Indonesia, specifically to the suburbs of Jakarta, to host its first worldwide festival. After the 2022 and 2023 editions in Paris, DRP chose Jakarta as the annual event location for 2024, without any interruption in the schedule. This strategic choice allowed for the gathering of between 52,000 and 55,000 visitors over 11 days, in a space hosting 59 streetwear and urban culture brands, making this event a true feat in terms of size and impact around the ideological movement of hip hop, with some of the most incredible activities.

Cool kids and aficionados came together to witness the first urban culture festival in Indonesia, making a significant impact for both DRP Paris and the local cultural scene. The Indonesian concrete vibrated to the rhythm of three well-known artists from the Jakarta scene: Basboi, Tuantigabelas, and Ramengvrl, true products of this rapidly expanding scene.

For the occasion, DRP Paris brought in some heavy hitters to proudly represent their colors, notably Pablo T-Shirt Factory (PTSF) and three well-known brands from the Western streetwear world: Barriers Worldwide from New York, A1 Denim from London, and the Parisian darling Please Paulo Stop Cappin (PPSC), who recently performed at the top of the Eiffel Tower during Fashion Week.

With this renowned presence, DRP Jakarta made a significant impact on the culture. Local brands like Untold and Protox shone brightly, showcasing Indonesian creativity and dynamism.



DRP JAKARTA, CULTURE THROUGH A NEW LENS

Since its inception, DRP has always sought to celebrate the diversity of street culture. This time, DRP Jakarta is part of the Pintu program, a collaborative initiative between JF3 (Jakarta Fashion & Food Festival), Lakon Indonesia, and the French Embassy through the Institut Français d'Indonésie (IFI).

Pintu is an incubator boosting young Indonesian creation, providing creators with resources and intense mentoring to reach an international audience. It features sessions with fashion experts, covering everything from business planning to product development. Lakon Indonesia preserves and integrates traditional Indonesian culture into modern life, and with JF3, they support artisans and young designers, propelling them onto the international stage.

With the support of the French Embassy, Pintu strengthens cultural and commercial exchanges between France and Indonesia, allowing local creators to develop their skills and expand their networks.



DRP ON THE SPOT

Indonesia is a true hotspot for urban culture! With over 40% of the population under 25 years old, the country is experiencing rapid economic growth and an expanding middle class. It is the ideal place for an event like DRP Jakarta, offering a unique platform to promote the authenticity and originality of the local hip-hop movement while enriching the international scene.

This is just the beginning for DRP Jakarta! With plans for more worldwide editions, DRP Paris continues to push the boundaries of urban culture. Stay tuned for future editions that promise to be just as spectacular and innovative.

To top it all off, DRP is gearing up for the release of its 7th print magazine, coming out at the end of September, featuring names that will leave you breathless. Stay tuned.

DRP

About DRP

DRP, in reference to "DROP", is the festival & magazine dedicated to street culture that brings together all communities and generations around common passions. Drop-culture appeared in 1985 with the pair of Jordan 1: initially sold for \$65, a pair can be sold for more than \$50,000 these days. Combining exclusivity and rarity, this phenomenon creates a real craze and seduces nowadays all industries and brands. Launched in June 2022, the DRP festival is the annual event that celebrates urban culture in France through a cutting-edge program, unique and innovative experiences. From Friday September 29th to Sunday October 1st was held the second edition of the festival at the Jardin des Tuileries. An artistic and urban effervescence over two festive days that confirms DRP as a key reference in street culture in France.