



Paramount Pictures and Hasbro Team Up with Steve Aoki's Dim Mak

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Paramount Pictures and Hasbro Team Up with Steve Aoki's Dim Mak for Limited Edition Clothing Capsule Collection

A Ninja Collab That Bridges Nostalgia and Culture

Dim Mak, Steve Aoki's indie record label and fashion brand has joined forces with **Hasbro**, along with **Paramount Pictures**, to exclusively drop the official **DIM MAK x SNAKE EYES** collaboration in celebration of the upcoming theatrical release of **SNAKE EYES: G.I. JOE ORIGINS**.

SNAKE EYES: G.I. JOE ORIGINS, based on the Hasbro G.I. JOE franchise, opens only in theaters, Dolby Cinema, and IMAX on July 23, 2021. The movie stars Henry Golding ("Crazy Rich Asians"), Andrew Koji (TV's "Warrior"), Úrsula Corberó (TV's "Money Heist"), Samara Weaving ("Ready or Not"), Haruka Abe ("Late Shift"), Takehiro Hira ("Yasuke"), and Peter Mensah ("The Scorpion King") with Iko Uwais ("Stuber").



The DIM MAK x SNAKE EYES collaboration features five designs, which are all black as a nod to the Snake Eyes character's signature black ninja gear layered with Arashikage symbols and exclusive art from the film. There are two short sleeve T-shirt styles, one that features Snake Eyes and another featuring his archival, Storm Shadow (both \$38). The collection also includes the Katana long sleeve tee (\$45), Arashikage Crew Neck Sweatshirt (\$70), and the Double Dragon Hoodie (\$80).

