Subject Line: Celebrate Donald Duck's 90th Anniversary with Will Gao and Hypebeast

****Embargoed until Tuesday 30 April****

Hi there,

With the support of actor & musician Will Gao, Disney has partnered with Hypebeast to commemorate Disney Donald Duck's 90th anniversary alongside the full Mickey & Friends line up – celebrating friendship, individuality and authenticity.

Through a Hypebeast Dairies feature video, the Emmy-award nominated actor touches on his childhood love for cartoons, the preservation of meaningful relationships - and the importance of championing for more representation in the creative industry. Using his band Wasia Project as inspiration, Gao invites fans behind the scenes as the music collective prepare for a fundraiser performance, ahead of their current world-wide tour.

The short is interspersed with archive Wasia footage, noting the band's longstanding connection and appreciation for one another, as well as a look into Will's creative process at his South London home.

Disney invites fans to be inspired by the iconic Mickey & Friends line up – who for nine decades have cultivated genuine relationships that allow their true selves to shine. Stay tuned as these iconoc characters continue to show up in the realist of ways, in particular as we prepare for Donald Duck's big 9-0. If you can't wait, visit the links below to shop looks from the same collection as Will's shoot and be prepared for more products to drop soon on ASOS!

Watch the Hypebeast Diaries feature on Hypebeast.com from Tuesday 30 April. Moreover, Disney is offering a selection of high-res stills starring Will Gao available HERE and shown below.

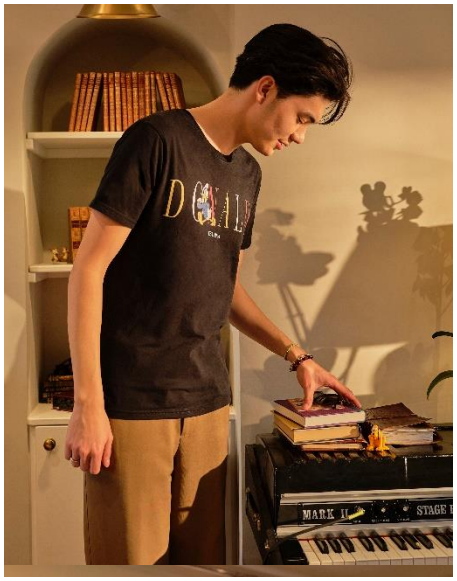
VIDEO LINK
SOCIAL CUT DOWN LINK

For more information or if you have any questions, please don't hesitate to get in touch.

Kind regards,
XX



Will Gao wearing ASOS. Shop a similar look here.



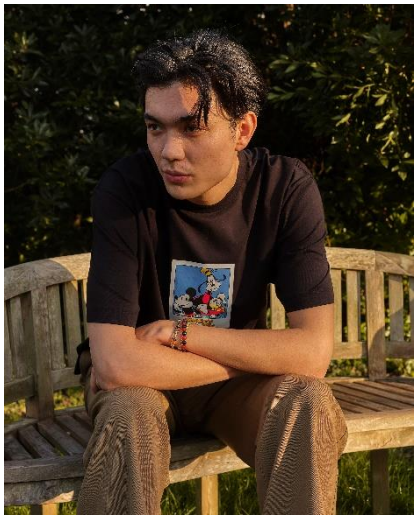
Will Gao wearing Amazon ft. Disney Store figurines.



Will Gao wearing ASOS. Shop a similar look here.



Will Gao wearing ASOS ft. Disney Store figurine. Shop a similar look here.



Will Gao wearing ASOS. Shop a similar look here.