DESIGN AND PRESENTED BY 63 INC

USHUJAA AFRICA WORLD

WBC TITLE BELT DESIGN

CONTEXT

We are proud to introduce the "Ushujaa" belt, a title belt whose name means "bravery" in Swahili. This belt project is an initiative between the WBC and the Carlos Takam Foundation, aligned with our shared desire to fully harness Africa's potential.

The Ushujaa belt will be the most prestigious within the WBC, entirely crafted in Africa using materials sourced exclusively from the continent. This partnership showcases the richness and talent of Africa, creating a symbol of bravery and excellence that resonates worldwide.

EMPOWERING THE NEXT GENERATION OF AFRICAN FIGHTERS

BELT NAMING

USHUJAA

We have named this belt "Ushujaa," meaning bravery in Swahili, to honor African bravery and resilience. This belt promotes and empowers the next generation of African fighters, serving as a symbol of strength and determination. The Ushujaa belt celebrates Africa's contributions to global sports and inspires emerging talents across the continent.

KEY FEATURES AND DESIGN ELEMENTS

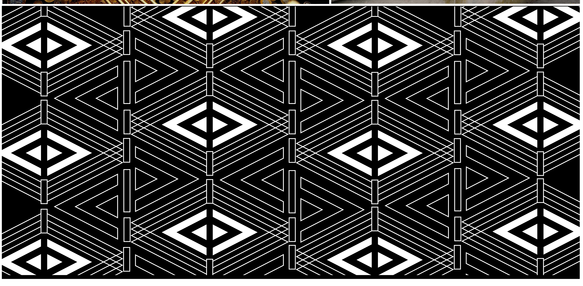
CENTRAL MEDALLION

BAOBAB TREE

We have incorporated the baobab tree into the central medallion of the Ushujaa belt. Known as Africa's "Tree of Life," the baobab symbolizes resilience and longevity. This ancient tree, which predates the split of Pangea, represents a return to wholeness where we can rest, rejuvenate, and celebrate our oneness with life.

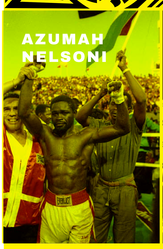
BOXING RING PATTERN

we have also created pattern based of traditionall pattern called imigongo mixed with a boxing to increase on subliminal messaging, rephrase me proffessionally



STRAP

For the straps, we have designed a pattern that highlights key moments of Black and African boxers worldwide, celebrating their bravery and elevating the African flag. This includes icons such as Battling Siki, Muhammad Ali, Carlos Takam, Azumah Nelson, and Francis Ngannou, showcasing their significant contributions to the sport.



SIDE PLATES:

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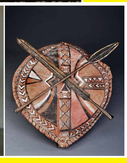
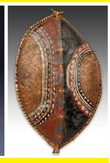
INTORE MASK:

(SIDE PLATE)

One of the side plates showcases an Intore mask, a fusion of diverse African mask designs, crafted in gold to symbolize strength and prestige. The mask's hair is made from Umugwegwe, a traditional Rwandan fiber plant, reflecting the heritage of Rwandan warriors. This combination honors the bravery and cultural richness of African fighters, blending traditional craftsmanship with timeless materials.





MPINGO SHIELD

(SIDE PLATE)

Another side plate is crafted in the shape of a shield and spears, symbolizing a fighter's duty to protect and defend the title. This plate is made from a blend of gold and Mpingo wood, one of the most luxurious and rare woods found only in Africa.

PREVIEW

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WORLD

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