# Audio file

[Telfar Clemens and Babak Radboy.mp3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

# [Transcript](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I would make a show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And you know, you try to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Get press people to cover it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Wouldn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You try to get buyers to buy it. They wouldn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So I'm like damn, how am I going to do this next thing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[My experience of it was to go to shows.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And then be mad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That that wasn't enough.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And you know, like fashion is like, it's like a more subjective form of like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Let's say.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And if somebody's really good, then shouldn't they be on the team and it's just not happening like I go to a show and it's just us. Like there's no press.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:26 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[No buyers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's like as if it never happened.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:45 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[NPR is how I built this show about innovators, entrepreneurs, idealists and the stories behind the movements they built.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:00:56 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I'm Guy Raz, and on the show today, how Talfar Clemens and Baba Gradboy came together to build telfar, a fashion brand that started in the clubs and side streets of New York City and grew into a global phenomenon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:01:16 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A few years ago, celebrities started to be photographed with a particular handbag.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:01:21 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was shaped like a shopping.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:01:23 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So think Bloomingdale's type bag, but with two sets of straps, one set to hang over your shoulder.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:01:31 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The other to clutch in your hand embossed on the bag was the letter T artfully and symmetrically inserted inside the letter C.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:01:40 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The T stands for telfar. The C for Clemens.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:01:44 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Telfar Clemens has become one of the hottest fashion designers in the US over the past few years. His brand logo.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:01:51 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The T inside the sea seems like it's everywhere.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:01:56 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Look around, you'll see it on T-shirts, on sweatpants, on hats. Even on the uniforms worn by employees at White Castle.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:01:58](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:02:03 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's almost as if Talfar appeared out of nowhere.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:02:07 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Except that telfar Clement.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:02:09 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Has been designing and selling his apparel and accessories for more than 15 years, but for much of that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:02:16 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Telfar's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:02:17 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was largely ignored by the tastemakers in the fashion industry, and a big part of the brands success.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:02:24 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Has come from a deliberate strategy of working outside and at times against the fashion industry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:02:31 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Talfar and his creative partner Baba Gradboy don't go to the Met.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:02:36 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They don't attend the major fashion shows and they don't price their products beyond the reach of most consumers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:02:43 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The designs are simple, genderless, and, as telfar tagline says, not for you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:02:50 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[For everyone, the story of how Telfar got to where he is is not a simple one to tell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:02:56 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Is he and Baba reminded me during the interview there's an easy version.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:03:01 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Basically, young man child of immigrants struggles in the big city.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:03:06 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Redefines the concept of luxury and then makes it big.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:03:10 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And part of that interpretation is real.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:03:13 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But there's another part of the story, a more complicated one.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:03:17 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A story of two outsiders who were shut out of an industry with specific rules and codes, who then rejected the system that supported all of that and charted their own path on their own terms.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:03:30 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Papa Gradboy first met Telfar in the early 2000s, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:03:34 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[He didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:03:35 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Working with a designer until a few years later.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:03:37 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We'll hear a lot more from Babak later in the interview, but for now we'll be hearing a lot from Telvar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:03:44 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[He spent much of his early life in Liberia, but his family eventually fled the Civil War there and moved to Gaithersburg, a suburb just outside Washington, DC.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:03:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I just remember taking esal classes at different language courses because people couldn't understand what I was saying because my accent was really thick at the time, you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Also, I used to have this like condition that my eyes would water.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So people constantly thought I was lost in trouble.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And then also you know like when they, like, heard my accent, I was just like, it's like it's people are constantly trying to help me that I did not need help from or yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:25 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Will most of your parents friends when you were growing up in Gaithersburg, Liberians as well?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, it's like a huge community of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I think that's like one of the big reasons that we ended up relocating there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was actually only allowed to hang out with Liberian kids, just like my parents used to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Oh, no, you can't hang out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[American kids, they're evil.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:46 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah. What about religion?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:49 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Were you guys religious?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Oh yeah, that's like such a big.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I went to church every Sunday, the most boring church.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:54 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Ever. But really sweet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:04:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, like the music was just not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:05:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Didn't move me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:05:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But it was like a community of people that took care of each other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:05:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's like where the food pantries were, you know, and I don't know, just like a lot of support.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:05:14 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I find in my interviews at middle school is the first time when most of us start to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:05:22 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Find things in our lives that are more interesting, more sophisticated music and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:05:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Colored contacts.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:05:29 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And whoever is like going to the shopping mall, whatever it might be, what do you remember about the things that you were interested in in middle?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:05:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:05:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I feel like that's like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:05:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I really began to find myself, you know, because it was just my parents were just, like, focused on you, going to the best school possible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:05:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And so they were trying.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:05:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Get me into private school for years in Maryland.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:05:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And every single placement test that I would take, I would mark.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:05:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:05:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A a, a, a, a all the way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To placement test, so I wouldn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Get in. You did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:03 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You didn't want to go to private school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I did not want to go to private school and I didn't want to go because you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To wear a uniform, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And my only thing that I was allowed to do was like I was allowed to dress how I wanted to dress for the most part.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:17 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[When did you first start to get into clothes?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I think always, you know, like I wore a pair of Oshkosh b'gosh like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:23](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Overall, as really specific like about what I wanted to dress like, you know, and it's kind of like dressing like a toy or like the idea of, like, exactly what you saw on TV, you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:25 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Overalls. Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:38 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Would you have both of the buckles buckled up, or would you ever?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:41 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[One in stock down.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's it gets to be what strap up like as I progress. But at first it's just like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Me tidy, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Later in middle school, before I went to high school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like only designer things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's like I wanted to wear Calvin Klein.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I wanted to wear iceberg.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I wanted to wear.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:06:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I wanted to wear Dolce and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, I used to want to go to like, like in DC, particularly to go shopping because I was like, oh, Maryland.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:05 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I wanted to see like real designer things and like things that like I couldn't find in like the mall.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:14 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[How were you able to to buy it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:16 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Mean. I'm assuming that your parents.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:18 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They were middle class, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:20 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because your dad was in a talent.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I had a job.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I worked at a daycare center that my aunt actually like ran.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know that also, my little brother went to so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Don't know how.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Afforded it, but I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I saved money for diesel jeans. I save money for Dolce Gabbana sandals, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:40 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And as you kind of got more and more to fashion, did it create tension with your?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:45 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Where they yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:47 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[How?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:48 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I would say, like the sexier I wanted to dress or the more feminine influences that I had on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They were completely against it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They're like, used to like a world of like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:07:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Oh, that man's suit is so beautiful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:08:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The cut of that suit, you know, that's what they consider to be fashion. And I'm like, oh wow, I want low rise jeans that are really ripped. And I want my shirt to say \*\*\*\*\* on it and be 3 sizes too small.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:08:13 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But it sounds like even though there was some tension between you and your parents.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:08:18 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was a very loving relationship. Is that fair to say?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:08:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, totally. Too loving, too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:08:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Loving. It's like I'm looked after heavily, you know, and I needed to look after myself in the way that I needed to be looked after, you know, not like someone telling me what to do, but more like me knowing what I wanted to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:08:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And doing it on my own, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:08:43 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I'm just totally blown away at how confident you seemed to have been at such a young age to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:08:49 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because what you know, a lot of kids in pride lesso today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:08:54 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But definitely then, and when I was in high school and it was easier to just conform right to just wear jeans and AT shirt I mean not to stand out, but it sounds like you were really comfortable already.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:09:07 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[At 1415, expressing yourself through.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:09:10 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And and not, I guess, not being worried about what other kids said or or you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:09:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I think I probably.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:09:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's why I finished school early. Got it. Got out of there and got around people that I felt like I was more like, you know, I don't know, like also too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:09:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like I grew up very. I don't know what I was gonna be, but I was like, I'm not gonna be hanging out in Maryland.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:09:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's like I had already seen New York.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:09:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I used to go there every weekend. You know, I saw what people are up to. So I was just like, this \*\*\*\* is not for me, you know, like, literally the day that I graduated high school was the day that I moved.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:09:42](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:09:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like the first chance that I got, I was out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:09:50 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So you knew till?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:09:51 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You knew already in high school that you were going to get out of the suburbs and go to a city and probably New York.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:09:58 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And clothing was a way that you expressed yourself, but it doesn't sound like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:03 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[At that point in your life, you knew that you were going to go into.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:07 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The clothing world, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:09 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean, you kind of had a or or am I wrong?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:11 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Mean did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:12 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was that something that already is a teenager?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:14 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Thought I really like this I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So right before I moved to Maryland, I would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like kind of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:20](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:20 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Before he moved to New York, you mean?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Well, before I moved to New York, sorry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Kind of senior year of of high school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I met this group of like young designers in DC, one of them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Name is Jonathan Nelson.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Forget.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Their line was called.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They had me because they're Liberian also and I forget how I got hooked up with them. But like they showed me like T-shirt printing operation that they have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And like as I was going away to college, they gave me this entire bag of these Bob Marley T-shirts that they had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[He pressed and he gave me a bunch of just like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:10:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Prince and I ended up cutting them up and I made this collection of stuff that I sold on the street like I just basically deconstructed these T-shirts to make this collection of clothes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:10 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So you would you would literally take these T-shirts that you got from these guys in DC and just kind of very gently cut the along the seams and you deconstruct the shirts and the parts and then reconstruct them into different garments.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:22](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Dresses.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[T-shirts, skirts, backpacks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Tax motorcycle jackets, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:34 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Can I ask you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:35 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Can I ask?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:35 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Kind of a sort of weird.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:36 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:36 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Maybe it's not a dumb question.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:37 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know how.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To sew um I I got a machine like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:42 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I guess like the first time that Black Friday ever happened, I was in New Jersey and we went to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right there. And I bought a machine for like 100 and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And I was like, right after my grandmother had passed, who also she had a sewing school in Liberia.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:11:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[She always wanted to sew our clothes and we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Just like, oh, can we go to the gap and get, like, she's like, if I have my way, I'll sell all of you guys. This clothes were like, no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But like strangely right after she died, I took up sewing and my aunt Musu, she showed me how to sew.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was bad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like I was bad at it, but I knew how to like thread a Bob and and put a thread in the machine and I was deconstructing clothes by that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:23](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was like seeing how they were put together, so I began to just like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, put things back together and I still didn't really know. And I still continue doing that all through college.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:36 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[How did you just you just figured it out? I mean, because sewing, like any craft carpentry or or or any anything, any.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:45 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Art, anything?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:46 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's it's very complicated and it like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[There's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:48 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Something and you said you said you were bad at it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was bad at it and I'm still bad at it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:50 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The beginning, which is the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like I can't suffer \*\*\*\*.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And I wouldn't want.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:12:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's when I, you know, I really like, you know, I'm blessed enough to have like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:13:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Great people that work with me that make things the way how they should be made. But I was like, you know, the roughness about what I was doing at that time, though. I really do appreciate 'cause. I'm still like that to this point that I'm like, just R.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:13:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Thing and it needs to be bigger here and less there and that's what.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:13:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Wanted to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:13:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like you know, and I don't need any kind of formal training to do that or necessary. It's like sometimes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:13:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Something and telling someone to do that thing that you just did is like the thing that you need to do, you know, to get what you want.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:13:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's not a refined thing and I don't think my craft is such a refined craft.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:13:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's like it really comes from taking things apart and putting them back together in a non traditional way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:13:39 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So that the story that that I've read is that you went to New York because you were gonna enroll in pace at Pace University in the fall to study actually study business and accounting and and that you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:13:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:13:54 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You moved in with with one of your aunts in Queens, but that summer before you started college.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:00 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[College you started to sell your the the garments that you make from these T-shirts on the on the Lower East Side on Mulberry Street, you just set up like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:13 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A table on the street and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So also to great advice from Jonathan Nelson.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[He was like, go to the Lower East Side.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The bargain district he was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like a lot of T-shirts there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So I was walking down Orchard Street with like, a bag of my stuff. 'cause. I would do that every single day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:30 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You would go down, up and down, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Day I would go. I would go walking around to stores and ask for the buyer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like this was like Jonathan Nelson was like, yeah, just go to a store and ask for the buyers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Really, you just go there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:40](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Ask for the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[He was like, yeah. And just show them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You got, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:45 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[If you were 17, I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[When I was 18, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:49 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And 18 it's quite amazing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:51 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Mean were you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:53 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I think of myself as an 18 year old and I think I'd be so nervous to walk in and think, oh, are they going to like, talk to me?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:14:58 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Just a kid and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, I mean also too like I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[This whole thing that I wouldn't tell anyone how old I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like my best friends.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:07](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They didn't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was 18 until I was 21, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:09](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like they thought I was 21 the whole time, because I always just immediately would just feel like this amount of disrespect when you told someone that was 25, that you are 18, you know? So I just didn't tell anybody how old I was, especially people that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Older than me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:28 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So when you were when you got to New York and you started to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:31 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To you know to to take your designs to the Lower East Side, you're 18.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:36 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Would you say when you walk into the store?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:38 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Would say hi I'm I'm Telford Clemons.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:39 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A designer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:40 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[This is my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:41 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But what was your? What was your pitch?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I think it was, but that I'd mostly go to stores that they were doing consignment at that time like 7.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And a store called Funky Lala.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:15:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The store is cool like I had like all these like kind of ripped denim skirts and like scented shoes. It was just like they just had all this cool vintage stuff and they were also selling designer stuff in there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was that storefront.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was vice, the vice store.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:08 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Device to write Device magazine. They had a store initially. Yeah. And and how? What? Where were you drawing your inspiration from like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Again on the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:16 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because I think initially you really were working with like T-shirts, right? T-shirts?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[In.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, T-shirt and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:22 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:22 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean, they were basic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:23 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Trying to picture.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:24 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean, they were Bob Marley T-shirts, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Uh, no, no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[This was like does Bob Marley T-shirts only lasted me like, I think I sold them all like the first month that I got to New York.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was just like anything that was, like, deconstructed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Vintage stuff that would go vintage shopping like I would go all the way out to like, places that you buy clothes by the pound and more like a bunch of blue denim, you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And a lot of the things that I would make did not exist.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:53 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like what do you remember?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:16:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I like one of the pieces that, like, was the thing that I was like, OK?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[This is a business and or it has potential to be Finan.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Beneficial to me, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So I'll buy these 3XT shirts and put them together into a triple T-shirt and just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:13 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And justice to create an image in the mind's eye when you describe a triple T-shirt. I think what you're describing is something that went down was like vertical, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It had three holes, so you would take 3T shirts together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Would chop the right arm off of 1.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The left arm off of another and make a triangle with the third one and connect all of that together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:31](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Where your two arms would come out of the neck hole and you could.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Them in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Holes like I was making this all through.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's like what I was making for people to wear. That's what I met some of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Best friends wearing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:47 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And so it had multiple.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:50 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:50 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The neck hole was designed for the arms, so it was different than just like an oversized single T-shirt, because it sounds like when you would lift your arms up, it almost would have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:17:57](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:00 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Kind of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:02 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Kind of profile.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, but you could also wear it another way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That you would wear asymmetric and you would have at shirt, arm and a neck and then a very long shape on one side.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:12 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And and you were just making clothing in your aunt's apartment, like with your sewing machine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[No, I was at a dorm room at that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:21 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Well, you were making it in your dorm room.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:23 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Would wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:26 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:26 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean, you're like 18.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:28 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You're a student at Pace University, going to class and also designing clothing that was appearing in some small boutiques.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:38 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I'm just trying to imagine like if I knew you then.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:41 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And I was like, hey, tell me a little bit about yourself. Tell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:44 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And you would say, oh, yeah, I'm, you know, I'm designing some clothing and yeah, some of it's in boutiques in New York.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:50 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Would have been like really impressed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:52 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Mean that that sounds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:18:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was fab like I did not talk to people at school. Like I went to school at 6:00 in the morning and mind my business, you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:19:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And also to at that time I started to hang out at clubs and I noticed that you could.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:19:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Paid at night.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:19:08 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Bye.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:19:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Bye DJing by hosting a party by just showing up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:19:09](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[By.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:19:13 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean, it seems to me like you also had real ambitions that you were really thinking about you and what you were going to do with your life and that you were creating something bigger.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:19:26 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Is that is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:19:27 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[True. Or were you not quite.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:19:30 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Wasn't that quite formed?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:19:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[No, I I like at a certain point, I was like, I want to do this and I want to begin to. It began with like, oh, making seasonal collections and doing a show to be able to achieve.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:19:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Getting respect from people that were in the fashion industry and that do do this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:19:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So it's like after I had started making things out of like fabric and I had account advice, Vice magazine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:19:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Advice magazine and Advice Store, which was like my main account at that time, Vice and funky La La.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:03 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Were you making money off of it? Serious money or or?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Enough to eat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Enough to enough to buy dumplings. Dollar dumplings, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:15 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[How much were they selling your shirts for?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:17](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Do you remember?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was selling sweatshirts and stuff for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like $150.00 right 170 dollars.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was on consignment too, so I was probably getting all of that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:28 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[These were sweatshirts that you are creating that you were stitching together and you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:32 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Designing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:33 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Each one was handmade.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, they were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And then I met a brother and sister.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[There are called PVR menswear and they have clothes that were at the Mulberry Street market and I was like, wow, their clothes are cool and I bought like a shirt one time and like we became friends and then I was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Hey do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What do you guys think?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:20:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, sewing these triple T-shirts and these sweatshirts for like these face orders that are beginning to sell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:21:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And they were just like the sweetest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:21:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So they began to do all of the, you know, sewing and things just from their improved.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:21:11 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What kept you at it? And?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:21:13 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because it sounds like you were really grinding and just you're making clothing, you've got stuff in consignment shops, you're DJing, you're designing, I mean, but you want.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:21:19](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:21:25 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Aren't quite breaking through.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:21:29 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What was it in your mind that enabled you to continue to just kind of push through that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:21:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I kinda.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:21:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I would look at what was going on around me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:21:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And realize that even more I needed to do this. You know what I mean?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:21:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because, you know, I had people around me, like in my close circle that were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:21:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[For what was going.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:21:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And then everybody else in the fashion industry that was completely not, you know, yeah, it was specifically like I was making.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:21:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, it's like split pants, you know? It's like really like post apocalyptic in this way that it was Converse sneakers that the toe was cut out so that I was called the Mandalorian and we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:22:11 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Wait, so weird, toes pointing out from the front.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:22:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, your toes are pointing out from the front and the back your heel.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:22:18 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was out. Took this like sandals.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:22:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So it was like it was like a sandal made out of Converse sneakers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:22:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was just not really raw.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:22:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, so it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:22:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:22:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I'm so inspired by a certain look that's almost like you can't tell if the persons cleaning the house or if they own the house.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:22:35 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, I've looked at so many images of your designs and as you know normally was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:22:42 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[On our show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:22:43 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A year ago and and is it, I think somebody who's worked you really respected one of the things that I think is very similar about the clothing that you both produce is that comfort is a huge part of your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:22:56 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Design.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:22:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:22:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right. Yeah, I think that that's like kind of that's when I can draw the distinction between what I think is fashion and what fashion is. You know, it's like I'm usually on the opposite side.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:23:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like what you're wearing before you got?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:23:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's like the thing that you're wearing every single day because you just know that that's it's like, damn, I look good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:23:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like your actual person.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:23:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And then fashion is like, oh, yeah, red carpet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:23:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Feet are bleeding my sippers caught.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:23:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I tripped over my train.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:23:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know all of that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:23:28 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Meanwhile, while you're still in college, I think you start doing a few small shows around the city, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:23:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, I basically started making clothes and doing runway shows 2 \* a year.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:23:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And you know, it was like small interaction sometimes there were videos. I would have a club night where people would come and see this video of a collection.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:23:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I made and I was like, you know, there's no line that was unisex at that time that was coming from the place that mine was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was like, oh, a dress on a man meant unisex.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:05 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's like, but it was important for you from the beginning.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:09 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Not to be limited by gender specific clothing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Specifically because, yeah, I was limited by it in every.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, it's like there's so many things you can't do because you're not this person or this thing or that thing. You know, I just wanted a thing that you make your mind up about what you're going to be and making things that did not exist.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, it's like at that time I'll go to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Archives every single day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:32 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[In in Manhattan.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[In Manhattan, take a Gallagher's I would be there every single day in between classes. Just looking at magazines or in class.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:39 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So I was like determined on also not repeating some \*\*\*\* that I just saw in a magazine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Know it's like, oh, he did that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[He did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's like when I got to know every single designer, you know you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:49 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That that's like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:52 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Were doing like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:53 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[For some pretty serious sort of scholarly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:24:57 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right. I mean, you were going there looking for 'cause. This is a very serious business like where people write books about fashion go and great designers go like you were serious.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:25:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:25:07 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Were really serious about this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:25:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[If there's one thing that I do love, I think I love fashion and that's why I never went to fashion school because I knew once it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:25:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A task that I had to do with a certain grade that I would get from someone, but based on doing something that they liked me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:25:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Doing I was like, no, I want to figure it out on my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:25:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I want to do it wrong because I at that time my aunt, she was like you should really go to FIT and she was trying to get me into.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:25:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I TI.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:25:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like, no, I think I'm just going to finish that page she's like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:25:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Not going to learn.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:25:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was like, yeah, I don't want to learn anything from there either, you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:25:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's like I wanted to get it wrong because I was already making money getting it wrong.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:25:46](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Read it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:25:51 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[When we come back in just a moment, how Telfar finds a creative partner who not only loves and admires his work, but who knows how to get it seen and sold?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:26:03](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Stay with us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:26:04 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I'm Guy Raz, and you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:26:16 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Support for this podcast and the following message come from cloud, the e-mail and text marketing platform that puts creators and control. If you're the creator of an ecommerce brand, you need a platform that hustles as hard as you do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:26:31 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Clavio unlocks the power of your ecommerce data so you can personalize and automate messages that keep customers coming back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:26:38 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Creators communicate with clients.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:26:41 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Started for free at klaviyo.com/npr.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:26:53 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Hey, welcome back to how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:26:55 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Guy raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:26:56 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So it's 2004 and Telfar is designing and showing some of his fashions in New York while still going to college.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:27:04 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And this is right around the time he meets the guy who will become his creative director.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:27:09 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Baba Crad boy, now just a bit of background about Baba before we get.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:27:13 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Get into it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:27:14 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[He's the son of Iranian immigrants and as a teenager he was into computers and art and design, and he grew up in Seattle, a place where he was actually pretty unhappy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:27:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I knew that I was not employable in Seattle.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:27:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, Seattle is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:27:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Same with me. Get this bird.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:27:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I never agreed to growing up there to begin with, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:27:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was born, you know, I mean, my earliest memories are from there. And the whole time I was like, this can't be it. Like, this cannot possibly be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:27:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because I didn't have any space there, I always wanted to get out and I just didn't have any money or any prospects.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:27:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And then I remember I did. You know, I was good at art.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:27:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And I think I did an album cover and I had 600 bucks and I bought a one way ticket to New York.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Say to what the album cover was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was an album cover to a Modest Mouse album.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:11 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Portland, A Portland based band. Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:13 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, you did a Modest Mouse cover.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:16 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's pretty cool.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Is the moon in Antarctica?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But I basically, yeah, bought a one way ticket over.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was dating a girl who had moved out here and then within two weeks 3 weeks. I got a job making concept art for TV commercials.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:26](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I had my whole plan of how I was gonna do New York, which was, like, not going exactly how I thought because I just thought my home mind was about like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was going to do commercial art direction because I was really good at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was going to make a lot of money doing boring \*\*\*\* and then use that money to do the things I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To do sure it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Occurred to me that doing the things that I wanted to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Same thing. We, yeah. And so the first couple months, I just remember going to work every day having no money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:28:59 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Directly to make money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was like Canada to the did a waiting for the first paycheck.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And then you get the paycheck, and you don't have a bank account.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:17](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:18 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And how about you tell?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:19 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[How are you making a living at that time?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:21 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like after you graduated from college, were you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:24 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Are you earning money?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was DJ ING and and I had my consignment and you know, I was living in an apartment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:29](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was what I think like 7 or $800 a month that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[No heat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So that's what and I could pay the end of the month.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Month instead of the beginning because I had no heat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And that's how I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, it was like, really just tough and like extremely tough.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:50 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[At this point still you just you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:53](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:54 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You're doing everything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:29:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[There's Jason Ferreir also to was helping me style stuff at that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Is like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Would work with people. After I was kind of done making the clothes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:03 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But you were also the sales Rep.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:06 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You were the sales guy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:08 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You were the marketing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:08](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:09 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You were the CEO, the designer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, yeah, I was. I would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:11 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Writing all those things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I wouldn't tell anybody who they were speaking to, so I would just sign everything, capital all capital telef.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That just sound of a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:21 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Somebody from this huge warehouse of designer artist.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[At that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was like really hard to make production of anything that I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, you know, because I was getting the fabric as a gift from Suprema.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, I couldn't afford the fabric that they were giving me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:38 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Would gift it to you just like samples of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, I would go to SAP my apartment and they would give me one roll of like dish stripe fabric to make. It was enough to make a sample out of, but it wasn't enough for me to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Oh yeah, a store came and ordered 60 units of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:56](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:30:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I couldn't do that with like certain collections and I really wanted to push each collection so you know, sometimes the idea would sacrifice me being able to actually make it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:07 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Do you remember tell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:08 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean you you have such.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:10 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Bright and sunny disposition, but I wonder if at that time because I'm trying to channel back to that time of my life and there's a lot of uncertainty in your 20s and early 30s when you're trying to kind of build your career. That's scary.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:11](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:24 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And I wonder if you ever.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:27 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Experienced anxiety or sadness about your future.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was like a thing that I would make.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Show and do all the things that will go into a show and you know, you try to get press people to cover it. They wouldn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You try to get buyers to buy it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Wouldn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So I'm like damn, how am I going to do this next thing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So I was like kind of in this way, waiting for someone to like some investor to come in or like some store to give me a check to make.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:48 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And I'm just like, I'm gonna make these.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:31:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And if nobody buys it, I'm gonna wear it, you know? And literally, I would make that \*\*\*\* in my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:02 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I love that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And I would have so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:06](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You still do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Still do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:09 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I think the two of you met for the first time around.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:13 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[2004, 2005 just and I from what I gather, you don't even remember when he first met.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:14](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:17 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[No. Well, we used to hang out a lot with each other on the street and like, hang out in Tompkins Square Park on a number like of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Times. If it's a group of people who are looking for something different, period, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I want to hear some music, but it's something different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:37 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I want to hang out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But not like people I've seen before.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I didn't think of the world in terms of like a fashion industry or starting a business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:45 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What was real to us was like this. The context that we were in and how people looked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, it's like his dad, his haircut.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Really cool.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:32:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And I feel like that's my memory of tell far is like this particular person.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:33:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Looks ways that I can't describe.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:33:07 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:33:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I don't know where the coordinates of this look are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:33:13 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:33:14 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I think around this time like Telford.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:33:17 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Doing small fashion shows around around New York and I guess you also hang out with a stylist named.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:33:23 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Avina Gallagher. And this is somebody who would become an incredibly important partner to both of you because Bobak you you wound up marrying her and and tafar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:33:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:33:33 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I think Avina eventually became the stylist for the brand, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:33:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, like literally she was around and I would see her around a lot.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:33:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Didn't even know what a stylist was until.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:33:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I didn't know what they did. You know it like one time. I remember looking in a magazine and it had her name on it. But I was just like, oh, \*\*\*\*, avina saw that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:33:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's what she does.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:33:56 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And you were working with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:33:57 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[She was working with you as your stylist, but from what I understand, like she wasn't because you didn't have any money, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:04 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like she.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:05 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[She wasn't charging you anything, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:06 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[She was kind of a friend, OK?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Nothing. Yes, this is like my 1 friend.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was like, yo, I'm doing a show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:12 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah. So it was more of a casual like, yeah, I can help.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:15 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[No problem. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yes, it was just a bunch of friends getting together to do something cool.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:20 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Babik, what did you when you said?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:22 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Know I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:23 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Want to work with this with this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:25 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What what in your mind did you think that you could? You could do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was to go to shows. See this thing and then be mad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:36 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was just mad that that wasn't enough to get the recognition to get some kind of support to get.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:42 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You would basically be going to doing these fashion shows and it was like a tree falling on a forest and nobody was around to hear it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yes, like that was amazing. OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:50 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:52](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Hello.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:53 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[People were saying how is this not getting attention?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:56 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Is such interesting clothing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:34:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah. And this is, you know, like fashion is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's like a more subjective form of, like sport, let's say.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And if somebody's really good, then shouldn't they be on the team? Is like, this is the one right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:04 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And it's just not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The press are like I go to a show and it's just us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[There's no press.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[No buyers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, it's like as if it never happened.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:20 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And you're trying to get the attention of like the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:22 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Famous fashion writers like Robin Siobhan of the Washington Post, Oregon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Go for the unfamous ones.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You have to understand that when people, you know you have these institutions like Vogue, andstyle.com and they're like the Library of Congress of Fashion. So they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:36 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Get your entry means that you happened so when they refuse to even record that you had a show, they are saying that you don't exist.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:45 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You don't exist well, so it's really the gatekeepers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:48 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[In that world at that time, and maybe even today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Were pretty powerful. Yeah, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:35:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The same time we probably were completely misunderstanding what was happening.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because we're thinking, oh, this brand is so popular because of how cool this show was, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:06 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So if we do a show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's even cooler.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:10 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But it's not that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We're going to get it to it. That is not, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:11 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Play.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:14 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So clearly you were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:16 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Barbecue were frustrated because you knew that there was something here that wasn't getting the attention it deserved.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:23 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And you thought maybe you could help.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:26](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I just thought that it was about communication because that's what I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right, right, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean, when I came on to tell fire his logo was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[With a Sharpie, you know, and his press kit was designed by a DJ, and like there wasn't any of that basic infrastructure that could help you navigate.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Within our scene.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And so I really the first show we did together was, yeah, we started in 2013.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We did the s s 2014 collection.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And it seemed like a really big show, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:36:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We entered into this new phase of like how do you get the free space?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:37:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Do you get a 20 foot LED screen for free shipped to you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:37:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, like it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:37:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[How do you get a video for free?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:37:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We're going to reach out to the Museum of Contemporary Art, LA, and you're going to write a paragraph around.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:37:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[This is important and why you have to support it and what it means. Like all that communication.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:37:21 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So in other words, it wasn't about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:37:24 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Having a press strategy to reach out to reporters and the fashion press.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:37:28 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was about actually.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:37:30 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Reaching out to people outside the industry to support the work that Telford was doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:37:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Is all of those things. It was all of those things, you know, because you just got to understand, like, telfa's already doing everything that makes it what it is and then has to do the job of explaining to someone who should be able to clearly see it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:37:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Front of them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:37:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What it is in their what it is that they're already looking at and you know you're dealing with a all white industry, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:37:59 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:38:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And who know it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:38:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah. And you symbolize something specific that's useful up into a point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:38:07 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, and if you have no choice, you can't choose your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:38:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So you know, like I thought that there was enough wiggle room in communication.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:38:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To find a way through that gauntlet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:38:21 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But that wasn't enough.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:38:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We ended up doing is like almost operating like a festival because we would make money from doing shows, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:38:28 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You and you would make money by getting sponsors to sponsor your show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:38:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We were basically the absolute like premier artists of sponsor Voodoo, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:38:42 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So all right, so the two of you are working together and you're working obviously on a a new strategy. And I guess I think 2014 was was a pretty important and pivotal moment because that year.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:38:57 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You approached Kmart to sponsor one of your shows, Kmart, which is the furthest brand from like London or from Paris and Milan, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:39:08 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Furthest brand you think of like a Paris and Milan runway show, Kmart.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:39:13 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To sponsor your fall 2014 collection, first of all, tell me about the the idea of even approaching Kmart.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:39:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Did they reach out to us?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:39:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I think we might have reached out to them. What happened was in those days specifically hair and makeup sponsors paid for your show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:39:33 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like makeup brands like Bobby Brown or, you know, whatever. Mac Mac. OK should say it. OK. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:39:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like things like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:39:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And that was not an option for us, arguably because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:39:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[As people in our shows had the wrong hair and skin and it was genderless and you know for all the many reasons it wasn't giving.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:39:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The type of thing they were selling, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:39:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right. So as a reaction to that constraint, we just, you know, started reaching out to the exact opposite end of the spectrum. So we started.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:40:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We kind of like systematically reached out to like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:40:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The worst possible spot from a fashion perspective.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:40:16 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean, so, so you you end up working with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:40:18 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[This is for the your fault 2014 fashion show and I think you put it up at the new museum in New York and I want to describe this for people to just walk me into that show because from what I understand, it was like a mock K.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:40:32 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like kind of had a mock Kmart.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:40:35 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[As you walked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:40:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[In it was the introduction of the Tall Fire shopping bag. First off.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:40:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right. We had, you know, like some tiny statues of every model in the show, T-shirts of every model in the show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:40:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A7 foot tall fire at the entry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:40:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, yeah, there was a statue of me 'cause. The collection was kind of based on size and proportions too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:40:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like this whole idea of small, medium, large, we applied it to the clothes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:00 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[As well and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:02 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You're and the clothing that you were designing for this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:05 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Show did any any of it have did you try to kind of create a Kmart aesthetic in any way?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I made in in the fabrics that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Using kind of like, I think the closest thing was like Polar fleece.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Know it would be like a lied with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:19 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Target. And then we had produced the telephot bag, the shopping bag and we put the entire production in the store.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So it's like hundreds and hundreds of this bag.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, for a brand that had never sold more than maybe dozen, couple dozen of anything, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We sold gift cards.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Oh yeah, we saw gift cards, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Didn't actually buy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was literally a card you could give us a gift, but you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was it was $10.00, but it did nothing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And then the shopping bag was supposed to be the thing that you were going to put all of these gifts that you would buy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The gift shop in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:57](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:41:59 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And so after you did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:00 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Show with with Kmart. What? What happened?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:03 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What kind of reaction did it get?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I think I think that what show at the new?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was the first time we got caught.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:11 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, the first time you got sort of quote mainstream press coverage.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's the first time ever.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, it was like some glowing review from like the thestyle.com, whoever that person was at that time, that was just like, I can't believe that we've never featured this person before.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[He's constantly emerging.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:31](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And you know, all the reporting started to get really like, you know, evangelical at that point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:38 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But what I'm trying to get at is what did you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:42 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And you may not know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:43 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because somebody listening to this is trying to figure out how to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:47 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Do something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:48 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's going to want to know. Like what? What was the turn was it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:51 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Mean. Was it a convergence of?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:42:54 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was it just that there were more websites coming online that were see, there were more places where you could get coverage?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:02 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It lock what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Well, First off, it wasn't just me anymore.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:03](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:06](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I had other people that were we were doing it the quote UN quote right way that we had to do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Know what I mean?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's, you know, and this is the thing. If you're trying to make a argument around the listener, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like how did you build it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Pause before saying that this is how you build it, because that stuff worked and that stuff got us somewhere else, but it almost got us in the wrong place.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was a better place, you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Know also too, we owed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Were tremendously.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[In debt, after doing that, you know we didn't get that space for free.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Have to pay for that? We.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, it was like and we do what we did at one to have to do like we didn't want to have to have an experience that was just overwhelmingly expensive for us to, you know, recoup from. And we didn't really sell anything, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:43:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, I mean, so the you know, that's the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So OK, lesson 1, should you start a company without any.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Capital, even enough to just pay your own rent, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We the things we were doing in terms of communication with potential sponsors ended up becoming a revenue stream that let us do things at the absolute minimum.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Of possibility that, I mean, that's as much as I could say about it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Made.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[As impossible as it was for Telford to do the collection before.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:28](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was a little less impossible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right, because now we had at least these budgets for shows and I could hire a producer and we could have, you know, it wasn't just our friends and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah. And people doing favors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Even then, it still was favorites.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:45 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But you know, I would get this money from a museum. This money from this brand, this money from that brand. And it was enough to just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[People said that we could pay later, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like at some point we were bringing in over $1,000,000 just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:44:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So what you would consider marketing is actually wasn't an expense, it was our income.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:45:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And then the press is able to see what it would be like if you were allowed to do something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:45:12 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[This from what I gather this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:45:14 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Partnership with Kmart would lead to bold sort of a sponsorship and partnerships that you you embarked on. The next one was with White Castle, the the hamburger restaurant.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:45:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yes, that's the first burger place that I ate when I came to America before I had McDonald's, I had White Castle because it was cheaper.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:45:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yet you reached out to White Castle in week week.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:45:37](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:45:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Called their 1800 line, they had a 1800.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:45:44 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And you said what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:45:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Thus we having a fashion show in New York.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:45:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[For a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:45:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Genderless life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:45:49 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But you just got some customer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:45:51 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Rep on the other line.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:45:52 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:45:53 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You called the 1800 number and the service you told the service for the customer agent like, hey, we want to, we're doing a fashion show, we're looking for sponsorship.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:46:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yes. And then the the next call will we got a call from the Vice President after that they liked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:46:09 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[From the vice president, like of like Marketing or something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:46:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah. And the vice president of White Castle is an unusual person, like a kind of patron St. of our.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:46:20 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[This is Jamie Richardson here talking, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:46:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Exact Jamie Richardson.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:46:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And after that point, he's the old, pretty much the only person we talked to. I mean, he he got very personally involved. I think, you know, we were writing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:46:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We had really good press kits where we would explain what this brand, what the proposition of this project.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:46:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And he responded to it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:46:41 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I'm just curious you guys.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:46:43 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Contact White Castle and say hey, we're doing a fashion show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:46:47 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Love for you to sponsor it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:46:48](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Go to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:46:50 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You are not at that point a hugely well known brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:46:54 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What was it that prompted Jamie Richardson, the vice President, White Castle, to call you back?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:46:59 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To talk more.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Mind you, they funded the Harold and Kumar movie from the same 1800 number, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:05 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Oh they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:06 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They funded that movie.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They had never made a film before. Wow, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah. And the person that did it was Jamie.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So we're dealing with an unusual person.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:12 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[OK, OK. So Harold and Kumar go to White Castle. He they had sponsored that film or OK. They had already done some wild things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, while.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, he is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[He is a really cool person.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:26 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You end up doing your spring summer 2016.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:31 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You end up doing that show sponsored by White Castle and you had your after party. The fashion after party at White Castle in Times Square.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Which was Jamie's idea, by the way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Jamie Richardson's idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Fair.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was the one saying do you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Have permits for this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:48 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So what is that like fashion models and you know, just beautiful people at White Castle in Times Square.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean, our entire cast and crew.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:47:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We allowed the public that was just there to have wood. Yeah. And it just ended up being like the best party. Like the workers there got the party with us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was doing the light show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[By turning them off and on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, the workers were all dancing behind the counter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:15 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:16 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Did you have champagne inside the White Castle?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:19 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You popping champagne course?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was champagne and orange soda.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[At the soda fountain so you could serve yourself soda. The cups that they have and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:24 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:26 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Your Andre.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:29 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And just and what goes better with a few glass of champagne than a few White Castle cheeseburgers here?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, champagne and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Slightest. But I have to explain. Like that party, you know, that became like the kind of signature where it just felt like your TV was broken, you know, like it really felt like this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:46](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Oh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[How does this happen? It didn't feel.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Completely planned. You know what I mean?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The type of thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:48:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That like this is where things kind of changed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:49:02 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[When we come back in just a moment, how the collaboration with White Castle and with Kmart led to two iconic new looks for Talbar, including one item that suddenly everyone seemed to want.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:49:09](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:49:15 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The belfar bag.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:49:17 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Stay with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:49:18 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I'm Guy Raz, and you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:49:21 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[VR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:49:26 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

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[00:49:44 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

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[00:50:18 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

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[00:50:40 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Hey, welcome back to how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:50:42 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I'm Guy Raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:50:43 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So it's 2017 and after collaborating on shows with Kmart and White Castle, Talfar is starting to get more attention in the fashion world. And as a brand, it's still pretty small.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:50:56 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But after that show at White Castle, something kind of unexpected happens.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:51:01 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That led White Castle to then ask you to redesign their employee uniforms.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:51:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yes. So like kind of like after we did such a beautiful part here, they were like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:51:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What do you think about making the uniform?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:51:18 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And this was just for the the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:51:21 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[This was not going to be something I know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:51:23 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Limited number were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:51:24 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But this was not made to be sold to the general public.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:51:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, I think this was just for the employees at first.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:51:31 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You can buy on the secondary market a Telfer White Castle hoodie for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:51:38 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[More than a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:51:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[$100 board at 100.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:51:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You hear that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:51:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, so I would say the thing that people really heard about was that we designed the uniform.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:51:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But what started to kind of form our approach to these collaborations is that we produced the uniform. That is the difference, you know the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:51:58 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Why is it to explain that to me instead of somebody else producing them?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:02 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yourself financed the production of them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Well, think you know, these things are usually for show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[For press.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's just you want a press release saying that happened and then you get a little check for your design fee. The way that we approached it was, you know, we were a brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:14 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And then move on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Think that that season we maybe had $60,000 in orders you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:22 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[See, you're small.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Oh my God.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Making like maybe 200 garments, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So with White Castle, we had the opportunity.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To make unisex clothes for 20,000 unit order.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[In multiple sizes, men and women.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:37 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So you went and found the factory to make them and to produce them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We made it in our factory that made our collection.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, in China.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So we became a supplier to White Castle and they're renewing them every, you know, six months and like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That became a revenue stream, not just a kind of press release, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:52:56 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because normally what happens? A designer would just send the design in and walk away, and then they would handle the customer would just they would get get it made for them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:05 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[This way you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:07 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Not only.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:08 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The design, but you control the production.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:09](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Which in those days was, you know, that's like that was a lifeline.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:13 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah. So one thing that we we kind of I think alluded to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:18 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Didn't really go into in depth, was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:21 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[At your Kmart show in 2014, one of the things that you guys have on display were shopping bags, yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:28 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And you really just have them there, I think as part of the show, you hadn't started making them to sell them. And I guess for a variety of reasons, including just the financing of it, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:39 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[In 2017.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:40 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Won a prestigious award for your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:42 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[This was the the CFDA Vogue Fashion Fund and that came with a $400,000 prize and and I guess you decided to use that money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:54 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To finance what would become.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:53:57 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Probably your most famous product today, the Telfar shopping bag.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:01 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Tell me about the genesis of that product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Well, this idea totally came from like the holidays, you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like I was like walking in Soho and just seeing everybody consuming like, the lives depended on that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Men and women walking with like 6 shopping bags of all different sizes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was like, wow, they look so beautiful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It looks so wealthy and it looks so careless and like just seeing this person smiling with a lot of bags and a big fur coat was like, you know, it's like fab, you know, like, and I was like, wow, I wish people were carrying a shopping bag to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Name on it and what people have like the shopping bags so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I was like, yeah, it's like the one bag that just everybody looks so good with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:46 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A shopping bag like the Bloomingdale shopping bag.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Specifically, the Bloomingdale's one small like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because they have a big brown bag, little brown bag.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:54 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[All these sizes of bags and I was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:57 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And everybody looks good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:54:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Even like a man that's carrying his wifes bag looks so good. A baby looks so good carrying that bag.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:04 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And for people who don't know what this bag looks like, obviously can Google it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:07 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's a very simple bag.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:10 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A very simple functional.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:11 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Handbag with two.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:13 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A small strap to carry a bite with your hands and then a larger chef if you want to put over your shoulder.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:19 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And it has your logo embossed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:22 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[In the center of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:24 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Description.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yep. Fair. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And these.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:27 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Are made out of leather initially, right, Pete?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:30 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Vegan leather.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They're always made out of vegan left.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Neither.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:33 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[OK. And when?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:35 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Relaunched this or really launched this in a big way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:39 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They sold.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:39 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was like A and by the way, they weren't crazy expensive.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:43 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean, they think of the range from 140 to $240, something like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:45](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That that was a big part of it, that tough.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Wanted to base the price on how much you would make in a night.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[DJ.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:55 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And that absolutely didn't square up with how much it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:55:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To make the back like at all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:01](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But it's like the price of the bag was part of the concept and design of the bag, even though.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We weren't making money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:10 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And and and you had them manufactured in China?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:14 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[All right. I think it's fair to say the bag really was kind of like a stratospheric leap for for your brand. I know you were selling them in small quantities.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:25 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[For a few.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:26 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But you really launched it in a much bigger way in 2018.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:30 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Is it fair to say that that year was sort of a turning point in?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:35 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Your public profile, the profile of the brand that Telfar really became a much, much bigger brand around 2018 through the relaunch of the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:45 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Bag.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I'm much more accessible. Brand, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean it's I don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like that's how it happened, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because it took time like you know it doesn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Off the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:56:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We're still only making, like a few $1000 a month, right? Right through 2018 and into 2019.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:57:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So, do you know what I mean? Like it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:57:07 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What was the turning point?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:57:08 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:57:09 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean, obviously we not, obviously I should say Oprah eventually named it as one of her favorite things and but that wasn't until 2020, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:57:17 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What? What?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:57:18 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The the thing that made this bag become such.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:57:23 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A huge like Beyoncé, you know, at Alexandra Ocasio, Cortez and all these amazingly famous people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:57:30 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Who had this bag and talking about it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:57:32 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:57:33 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Do you even know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:57:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I think like a lot of people is like is is a viral motion to how the bag grew because people took a picture with it online and that that a thing to them and the people that carry it and the people that see each other carrying it or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:57:46](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:57:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Be completely different people that have nothing to do with each other carrying a bag and they look at each other and they're like oh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:57:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Wow, everybody.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:57:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, I guess this kind of conversation, it wasn't a overnight, like, oh, everything sold out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like bags went around.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We gave bags to people, you know, like, and that was the thing too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Power of gifting it's like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[If it means something that you give it to that person, you know what I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And we gifted a lot of things to our friends that they just actually became a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They're like, I want a black one now. After you gave me this Brown 1, you know, or someone gave them their first so far back. They didn't buy it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But is the exact moments when we were getting the most recognition.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Is when it felt like the environment was like more hostile.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Now we were like our success just meant.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We were exploitable, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And we were navigating that world. You know that if we if we want to tell the story about the bag, it's all wrapped up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[In these types of things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And there's a very specific on the lake narrative to that, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:50 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But tell me, tell me the narrative. What?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:53 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What is that narrative?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:58:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I'll say this that we won the CFDA Fashion Fund a year to the day that Donald Trump was elected president.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:59:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Select.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:59:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[There was a need for a certain type of performance of, you know, inclusivity. And so there had to be the production of platforms and opportunities to get the right people to say the things that needed to be said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:59:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[For people to feel like progressive, you know, maybe they feel like they're part of some kind of resistance or that there is at least dignity to being at this place.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:59:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But in any case, you know it had a considerable effect.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:59:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[On what you ended up seeing, if you look at a magazine before 2016, it's very easy to see a all white issue of any fashion magazine that wasn't even a question.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:59:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[One was there to question.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:59:48 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It so just to to clarify, it sounds like what you're saying is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[00:59:53 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[There was a very much a sort of a performative kind of aspect to trying to increase racial awareness and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:04 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To examine the absence of diversity in mainstream.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:09 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Institutions and as a result of that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So this is one factor that's at play right now. When you really look at the term inclusion.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:15 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[OK. Gotcha.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It means that ownership doesn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Now you're just being allowed in, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Included in it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:23 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right. Gotcha. Right. So that was the context of what was happening when you won the award?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:29](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, and previous to that, the context was like it was like hostile. You know what I mean? It was hostile.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Every level is really, really difficult to do things people didn't really want to work with you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The opportunities weren't really there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And then when things kind of changed over, it was kind of the same thing, but in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like now you were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So someone would want to sign a contract with you where it's a 9010 split, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:00:58](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:01:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And that's supposed to be success.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:01:01](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:01:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right. So then you're in a position where you're no longer trying to explain yourself.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:01:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You're trying to say. How do I?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:01:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[How do I stop talking to these people at all? And how do I talk?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:01:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A different group of people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:01:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like is it possible to not go through these gates at all?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:01:19 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So there were all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:01:20 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[These, I mean these things are happening and sort of explained from your perspective how you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:01:29 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Responded to that or maybe didn't respond to that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:01:32 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[With what you were doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:01:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We had to look at like what we have that other people don't have and part of that was just like the ability to take risks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:01:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So like you know, in January 20.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:01:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We wanted to kind of make our business practices reflect the creative practices that we've been developing and in order to do that, we wanted to. And at that time, you know, our wholesale accounts were doubling every season.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:01:54 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:00 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And and that was your primary distribution channel, you were you were doing wholesalers?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:00](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:05 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Sales and then retailers would sell your stuff.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Absolutely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:09](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We made the decision January 2019 that by January 2020 we would be completely out, which is a very difficult thing to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:18 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Out of the wholesale business, you would be directly selling to your customers, so you wouldn't be in stores anymore.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Exactly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:24 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Would not be in, right? OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So we did that on a principle, but the way that that set of decisions lined up with covad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[COVID.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, it was exactly at the same time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And the fact.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:36 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because with COVID.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:38 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because you decided to go direct to consumer, you actually didn't have to rely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:43 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[These stores that were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:44 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Essentially shut.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, it's as if we'd prepared for. Yeah. And not only that other brands had already invested millions into their next collection, and we had already not doing it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:02:55 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Wow. And just I think just before the pandemic like like 2019 into 2020.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:03:02 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You guys are doing pretty well. I think you hit about $2,000,000 in sales and then something happened that got a lot of attention in, in the fashion world because you had entered into a relationship with the gap.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:03:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:03:16 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You were talking with them about, like, creating a line for them, and I think you got to the point where you both you signed the agreement and and gap the Gap Store and Paris even showed photos of of a telfar show and they plastered the the windows with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:03:32 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[In the head of Gap was like, oh, he's talking about telfar and this is the future and blah blah blah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:03:37 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And then I think you had delivered.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:03:41 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like 30 designs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:03:42 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To gap, by the time the pandemic hit, hit and many.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:03:46 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Retailers had shut their.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:03:47 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Is that more or less true?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:03:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We did the collection. Yeah, alright.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:03:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah. All right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:03:51 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And and you weren't hearing back from Gap and and 'cause this collaboration, this design collaboration and you didn't hear back from them?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:00 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And the person that you've done the deal with was that was that was was fired or was, I don't know was was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:05 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Go and you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:08 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And so you had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:09 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Put you had to be paid.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:10 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So you sent them an invoice and they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But there wasn't a reply.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:16 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It wasn't even a reply. No reply.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The but you know it was in the middle of. I mean, everybody was shut down, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah. And also too, the team that we were working with was completely dismissed as that happened.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Everybody that we were writing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We didn't have a point of contact.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I think someone from Gap actually wrote us to tell us like a little bit later that they had been let go if we needed any help getting in contact with someone, they could put us in the direction.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:33](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:44 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:46 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[No, like no contact from gap and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:49 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[G to be paid.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, but this is like the month of March.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[New York is shut down.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, this is when.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:56 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[2020 Yep.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[This is when it was really crazy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:04:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[China is shut down, so we have nothing to sell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And then we're not getting paid this thing, and it doesn't seem like it's going to happen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, it was like a really scary moment for us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But that is the exact moment. It was the end of March where finally China opened up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We got a shipment of bags.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We post a bag drop in the middle of this crazy pandemic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:22 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[A bag drop mean, meaning that they're available on the website.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:26 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And those backdrops would usually last.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Put them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean, they weren't really drops like they would last for like a month, you know, but in the middle of lockdown.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We're all holding our breath after this drop and they sold out in seconds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:39 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We was just, like, totally stunned.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:41 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like what's going on?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Rooster is bananas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:44 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So in in March of 2020, you what like on your social media account you just said, hey, we have a backdrop like they're available.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:51 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yep.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:53 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And then somebody I don't like you look at your website and like we're sold out like a few hours later.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:05:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They're gone like, no, they're gone in like seconds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:00 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[In like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:00](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[He has to stay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Seconds. It was like one minute.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:03 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And how many bags were available?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I don't know at that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:06 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Thousands. Hundreds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:08](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It might have been like 1000 or something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Then so then we we started air shipping the bags because we couldn't wait for the boat and then that one would sell out and the next and it would just kind of continued like that for a few months.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Context of us getting the bad news we were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Kind of OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's what I'm trying to say.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:29 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Because the \*\*\*\* were selling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:31 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Meantime, you're selling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:32 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You're not hearing anything back from gap, which you had a design deal with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:39 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Then I don't remember exactly when, but in 2020, in the middle of the year, I think they announced a collaboration with Kanye West.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:49 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Did you did that take you by surprise?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Literally like when the world found out we found out and then people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:06:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Were on our timeline.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Being like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Wait, what happened to the top?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Twitter just went.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:04 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They weren't bananas because they were like, wait a minute. What's going on with Telfar collaboration?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:05](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, the TC people got to the bottom of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:12 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Your stands on on the Twitters.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, yeah, yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But at the same time, we hated that because they made it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:16 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And what they kind of?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They made competition.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They made it really vicious and just like completely missed the point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:23 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like easy versus Telford kind of thing, which is not what you wanted, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, they just completely, completely couldn't be more off.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:29 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But in the meantime, you hadn't been paid.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:32 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Gap didn't pay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:33 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, so from my research that the the Telfar fans online when they found out that you you had not been paid by gap, they mounted a social media campaign and gap did actually pay you for your work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, we were paid.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:49 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And and. Did you just leave that relationship? Like, OK, whatever. That's fine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:52 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Hard feelings.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:53 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Feelings.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, we were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Stressed about it to be honest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We weren't stressed about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:07:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I thought that that was a bigger lose for them and also to just seeing how things unfolded I have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I wanted nothing to do with that situation.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:08 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But I was happy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's what Kanye.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Kanye's gig, it was like for me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Once I saw how they operated within that. I'm really glad things just turned out the way how they did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's the best possible case scenario.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:22 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Oreo.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:24 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Did that change the way you think about working with a big brand?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It taught us so much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Definitely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We also no longer needed to, right, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The whole reason why we collaborate changed because of our material position. Like we're not looking for that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Actually, we're looking to develop a product that somebody is better at making or that would take us 2 years to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:49 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So when so essentially was like a blessing in disg.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:52 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Guys.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, I mean like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I think that has happened to us has been that case.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:08:59 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean cause 20.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:00 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Was a catastrophe for the fashion industry but, and I'm sure this is not easy or fun for you to say, but it was a record year for telefar for your brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, and I'm. I'm, I'm proud of that. And I'm proud that we exited the fashion industry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:10 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:13 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You you exited the fashion industry, that is how?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's why know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You. Yeah. Shot with some system.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I would say that was a plan, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We need to get out of here.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:22](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's just like this is not safe.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, it's not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's just also not in your best interests my interest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Are to make really cool things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Get them to people that want them and continue to do this throughout my life and continue to make my own money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, and not give my money to someone else. That didn't help me do this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:43 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Of being instead of being a system that where you are totally at the mercy of distributors and retailers and the fashion press, etc.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:54 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You said forget about all that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:56 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Not even be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:09:58 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Let's think, engage with that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:00 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Let's just do our own thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:02 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We will make the bricks, we will build the building.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:05 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Will own the land. We will sell the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Products and also take our time to do it because the fashion industry imposes this really strange time where you're supposed to be successful when no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[One you know, it's just like no ones even seeing this thing. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You're over producing by design, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Two collections like you know, 400 items every six months.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:23 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Right, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:24 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Wasteful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Absolutely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And you end up when you have to make.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like that. That's why you are selling a pair of jeans for $1000 is because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:32](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You didn't figure out the supply chain at?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[For that right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It takes a year to figure that out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:41 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[One of the really interesting things that you did was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:46 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And I'm I don't mean this in a pejorative.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:10:48 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[So I hope it doesn't come out that way, but you kind of used the the the sort of the machinery of the fashion industry to build yourself up to a certain level. And once you were able to make.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:11:01 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To completely reject it and move away and start your own thing, and that may have been that $400,000 grant in 20.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:11:09 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That kind of helped you to jump start it. You were able to do it right because you had you kind of got to the point as far as you could get.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:11:17 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[With the fashion industry and you knew that in order to to to grow and to thrive, you had to leave.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:11:23 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Is that is that a fair interpretation?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:11:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[No, that's fair.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:11:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Absolutely. That was the approach is how do we get out of this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:11:33 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I'm curious, I mean, you came to New York as a 17 year old selling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:11:41 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[T-shirts that you recreated on Mulberry Street, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:11:45 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And your handbags are worn by some of the most famous people on the planet. Some of the most influential tastemakers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:11:56 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[When you see them holding your bag with your logo on it, I don't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:01 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You think? My God, that's just this wild.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It makes me smile.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Makes me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I'm really, really, really happy about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That part of it, you know, because that's how I meant it to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's in my view. That's what I think is successful. Like when I turn my head three times, when I leave my house.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And I see one each time I turn my head and it's a different person.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's like, Oh yeah, cool.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Smiling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know 'cause, it's literally like a reminder that I did something in culture.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That is fab.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's like you literally did that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You changed how someone dressed and that's the only thing that I wanted to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean, we appreciate you know the well known people who buy the bag, but that wasn't our trajectory.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[They bought the bag afterwards.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Which is great, but we always joke like they saw their assistant at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like damn, my system looks good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That bag that they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's like, you know, like it's like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:57 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But let's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:12:57 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[About what you want to be in 10 years from now because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:02 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What? What do you think this brand will be?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:03 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Will be handbags.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:05 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Will be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:06 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Clothing that people wear. What else? I mean, tell me. What's your vision?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I definitely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I already do have a 360.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I wanted to be acceptable like you can go to a store and get the things that you want to get, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:22 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And it's going to be a telfar store.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I tell our store. Yeah, definitely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:25 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And what's going to be in that store?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Definitely accessories.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And definitely an experience.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:32 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The candles home home like housewares, things like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, candles, pianos.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:36](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:38 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Bath bombs. I mean, it's interesting because in fashion there are very few intergenerational.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:13:46 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Iconic brands like I think of Converse as a as was an example, converse high tops or Wayfair sunglasses, but it's very hard to produce an intergenerational brand in fashion.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:14:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And necessary like that's what we love to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:14:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know when it's like 3 generations in the same day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:14:04](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:14:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:14:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah. Yeah, it's like your grandma has the bag and then your brother, and then your mom either is, like, intergenerational multigener. Like, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:14:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Multi.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:14:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:14:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Different economic statuses is like love it so much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:14:23 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[When you think about this journey, because it's been a long time, I mean you, you started this brand in 2005 till far and have you know for most of it most of its time until till very recently.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:14:37 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[We're working without massive recognition without, you know, the kind of awareness that you have now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:14:43 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[How much of that do you think has to do with?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:14:47 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Just how hard you worked and how much you put into it and how much do you think?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:14:52 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To do with with luck.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:14:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I worked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:14:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, I've had to do some \*\*\*\* that other people would not could not. Should not, you know, should not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Should not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, it's like you don't need to ride bikes in the winter with your collection on your bike in the snow to get it home.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's like people wouldn't do certain things that I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To do this I did it and I'm proud of what I've done, you know, but I wouldn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I got what I got out of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Hard work pays off.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I wouldn't be like, Oh yeah, you need to do that to be successful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It's like there's lots of people that are successful doing not that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Don't let this be a lesson.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, it's just what I had to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:34 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[How about you, Bubba?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The work versus luck.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It wasn't work or luck because there's a lot of ways.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Which it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Very specifically what we did and what we worked on that made it successful and that those decisions seem to fly in the face of the pursuit of success.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Going to work for everybody, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:15:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[But if we're talking specifically to somebody like us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:16:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Then I would say that you can't be in a position where you're binding your success or your survival to your exploitation, and that's the position that were put in, in the creative industries in general.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:16:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Like we need the platform, we need the budget, we need the distribution.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:16:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And in order to change that situation, you literally have to change a situation. You have to change your environment, not just adapt to it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:16:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Your time and you need community to do that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:16:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You need to do it with other people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:16:35 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[What?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:16:36 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Is the thing that most excites you about where your business is headed?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:16:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[The freedom of us being in charge of that and not being owned by anyone else that's gonna impose anything that we don't wanna do on us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:16:44 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:16:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I mean definitely that is the actual process of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:16:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That it's enjoyable to do this now and it doesn't feel like work, or translation or gymnastics like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:17:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Or you're going to get in trouble if you don't do this thing for someone else.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:17:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And you know, we're trying to create a place where we can share.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:17:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[This relationship that we have with our community, I guess, is the word for it or conspiracy with other people, you know, love to have a record label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:17:18](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:17:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:17:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[There's so many things that we want to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:17:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Within, like, just like our general relationships with our friends and collaborators that actually are benefic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:17:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Them and they're getting their work heard and seen without censorship or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:17:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:17:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Anyone telling them you know they need to do something in order?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:17:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[To do that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:17:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Yeah, the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:17:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You know, we actually are doing what we want to do and I feel like that that is the message.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:17:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's what people are responding to. The underlying reality of the thing, not just the image.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:17:57 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[That's Baba grad boy, creative director of Telfar, along with the brands founder Telfar Clements. And by the way, for last year's Summer Olympics, Telfar sponsored the Liberian Olympic team and designed the uniforms.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:18:04](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:18:11 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[You can see on the telephone website.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:18:14 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Hey, thanks so much for listening to the show this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:18:16 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

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[01:18:20 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

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[01:18:25 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

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[01:18:26 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[If you want to follow us on Twitter, our account is at howiebiltthis and mine is at Guy Raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:18:31 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[And on Instagram, we're at how I built this NPR and mine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:18:34 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[At Guy Raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:18:36 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[This episode was produced by JC Howard, with music composed by Ramtin Arablouei.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:18:41 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[It was edited by Neil Grant with research help from Para Safari.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:18:45 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Our audio engineer was Stuart.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:18:47 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Shield our production staff includes Casey Herman, Julia Carney, Elaine Coates, Liz Metzger, Kerry Thompson and Alex Chun. Our intern is Margaret Sereno.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:18:57 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[Jeff Rogers is our executive producer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:18:59 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I'm Guy Raz, and you've been listening to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:19:02 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[01:19:07 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)

[This is NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVM)