

# THE REALEYEZ RECORD . ! ? R

*I pledge allegiance to this lifestyle, and to who is real for which they stand, one culture under none, unstoppable, with Realeyez to realize it all!*

## PAPERBOYS MAKE 'EM REALIZE...



### REALIZED BY YOU

As another successful Magic Trade Show comes to an end, the bears behind the purchase orders and brands head back into hibernation for another 6 months. The brand owners are getting started on prepping next seasons release, and the buyers are finalizing their roster as the draft comes to a close. Nearing game time, the thought of the next wave crashes into the minds of many. How can one fit in by standing out in this oversaturated cesspool of mediocrity? I mean, that's what the streetwear industry is, isn't it?

The one thing that did stand out to me, left quite an impression. As I turned down one of the many cookie cutter like rows of exhibitors, I saw what I thought to be an apparition of a paperboy from the 1940's walking towards me. He held his paper out like the statue of liberty holding her torch. A sense of urgency in his voice as he boldly announced headlines, one after the other. People were drawn to him as if he was a magnet to the crowd.

The curiosity it had created was almost overwhelming. As I approached our point of intersection, I couldn't help but wonder how this unusual encounter would play out. He looked at me and asked, "Would you like a paper, sir?", gesturing with the publication as he proclaimed, "I can assure you, it's the newest news on the streets." I nodded, still tongue tied from the entire experience. As he handed it over, he said, "That will be a quarter, my friend." At this point, my mouth had slowly opened as a surreal feeling of nostalgia set in. I handed him a quarter, and have to say that it was the best purchase that I made all week. Now that's quite ironic coming from a buyer, like myself.

I was like a kid on Christmas morning, as I pulled off the rubber band holding the paper rolled together. I was beyond curious to examine it. As it unfolded, to my surprise, I found a freshly folded and bagged garment. It had a symbol that I was not familiar with. As I pondered on its correlation to the unknown paperboy, I couldn't help but wonder if it were some type of symbol for

the real, and a reminder to the rest. After all, Future's mistress is History's whore, and repetition is far from a first date, right?

Only through a realization, a thought provoking spark of inspiration, does innovation find the spotlight. However, that's just the idea. Materializing that is the lifetime pursuit of an overnight success. Leaving an impression by creating an experience is beyond any monetary value. It's something that most of these brands have forgotten, and some have never known. The Paperboy is a reminder of that, and what you'll find in the streets.



## "EXTRA EXTRA" READ ALL ABOUT IT, A TIME TO REALIZE.

### REALIZED BY BEBEAU

I'll never forget the day of our first big break as a brand. It's just one of those moments, like a first kiss from the lips of destiny herself. The taste is sweeter than anything you could possibly imagine. Instantly, I was addicted, and like chasing a high, I started to scheme for a fix.

I awoke to the sound of my phone going off like a morning bird with uncontrollable terrets one mid-afternoon. As I attempted to ignore the repetitive

chirps of the phone, it became unbearable. Mind you, I was a 20 year old college graduate probably hung over from the night before. Accruing a Bachelors degree in only 2 years, I thought I had 2 extra years to space. Little did I know back then; Such a juvenile thought.

I looked at my phone, and I had 32 new messages and over a dozen missed calls. My first thought was that something bad had happened. I sprung to my feet as if the room around me was collapsing. I didn't know what to think.

I looked at the first text message, it said it all, "Yoooo, I can't believe Mac Miller wore one of your shirts!!!"

Mac Miller and his crew were playing a show at Amos's Southend in Charlotte, NC. An old acquaintance of mine linked me up with them to drop some product from our first run. I guess one of the Combat tee's ended up in his hands. The following week, he was spotted wearing the shirt in Rapsody's, "Extra Extra" music video. It was our first big break as we sold out of them that following week.





# A SYMBOL FOR THE REAL, AND A REMINDER TO THE REST.

REALIZED BY BEBEAU

Realeyez Apparel was created to make a statement. We believe in a process of thought that we referred to as *the evolution of expression*. See, there are various forms of expression, and one day we hope to branch out to those. Until then, our focus remains on the visual expression through the clothes that you and us wear. We strive to create visually engaging and thought provoking designs to stimulate interaction, thus re-injecting humanity back into this cold world, one conversation piece at a time.

That focus keeps us intertwined with our mission as Realeyez Apparel. Stepping foot into the streets we're fighting for our lives. It's all for one, in Combat for all, so we've created a pledge to the means of our movement...

*"I pledge allegiance to this lifestyle, and who is real for which they stand, one culture under none, unstoppable, with REALEYEZ to realize it all."*

It's a direct reminder to our vision. That's why we've adopted the pledge to serve as our mission statement.

The dog tags that you see above are a speciality product. They were the first accessory product that we ever created.



It's a loss leader to our brand used to establish an experience. Now a days, the consumers have an expectation mentality. That means that they're thinking, "What's in it for me.", and if you don't cater to that they won't give you piece of mind. We believe that traditional advertisement is quickly turning obsolete. It doesn't matter how much money that you throw into an advertising campaign. The focal point is in the execution and experience. Our attention is on growing a loyal consumer base as the ratio of our marketing efforts go to show. We're striving to build a **realization** (real-yez-n-ation) upon personal and emotional connection. We want to remind the people of the meaning and power of a true lifestyle brand. We want to revive the culture

through one collective movement. You wouldn't be the first to tell us that we're crazy, but Steve Jobs said it best,

*"The people that are crazy enough to think that they can change the world, are the ones that usually do."*



## THE "BACKSTABBER" STRIKES AGAIN, CLAIMING HIS 4TH VICTIM.

REALIZED BY BEBEAU

After falsely apprehending what was assumed to be the serial killer that the press has crowned the "Backstabber", the trail of the police has gone cold. Pressured by the higher ups, and stressed with challenges of preserving the safety and humanity of the public, they are implementing a code yellow alert. This means that all officers are working double shifts. A curfew has also gone into effect for all men and women under the age of 18. It's especially a challenge maintaining a city that doesn't sleep. Las Vegas is known world wide as a

playground of sorts for adults to indulge in the gray areas of anarchy.

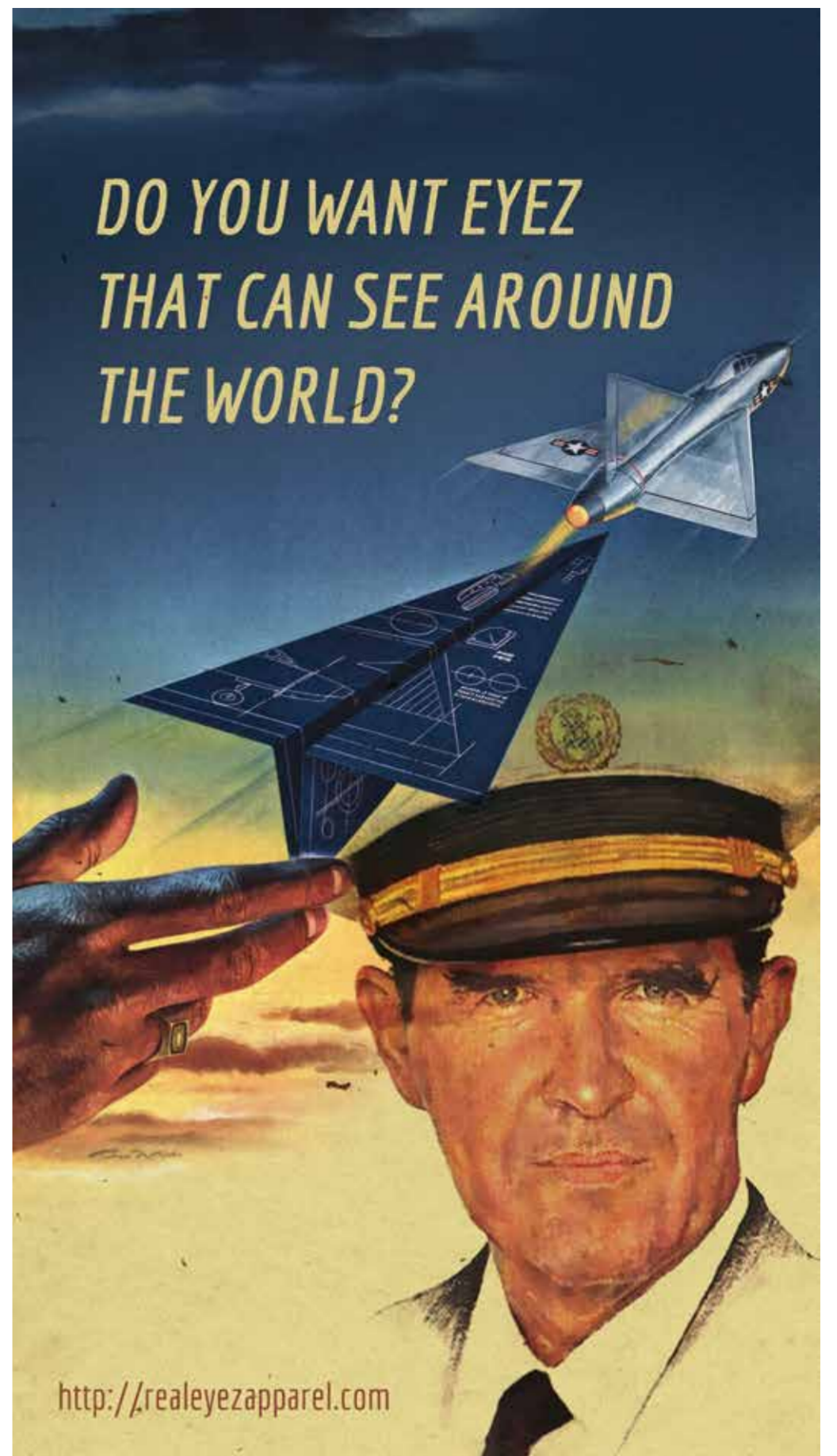
The 4th victim was found late this past Tuesday night, the 18th, outside of the Mandalay Bay Convention Center. Coroners have the crime scene blocked off and have yet to release a name of the victim. This the 4th attack, and it appears that there is still no pattern. The first two attacks were just a block apart in Charlotte, NC, and the third was across the country off of Fairfax Ave. in Los Angeles, CA. The only direct association

that has been made is that each instance has happened in the mecca of a streetwear scene. It has authorities baffled.

The lead detective on the case made an announcement early this morning addressing the public. He said as a reminder to reassure the public, "Just remember, you can't be stabbed in the back if your back isn't turned."

*If you have any leads, the police request that you call your local boutique and make 'em realize.!?R*





# LOOKING TO THE SKY AS THEY STEP TO THE STREETS.

REALIZED BY BEBEAU

Realeyez Apparel was originally created to showcase an expertise of identity and branding. It originated as a case study focusing on the important role that both play in any successful venture. The theory was, *what better way to become accredited than to pick the most oversaturated market there is, arguably, and define a brand within it.*

*"Well, come to find out, it's a lot easier said than done",*

says the speculated founders. Luckily, they expressed that they happen to share a passion for this particular outlet of expression, or else probably would have thrown in the towel by now. They said that their vision is focused on creating a foundation of longevity to ensure the appeal of a legacy past their own contributions. They concluded that the key is that a company should never plateau as a brand. With every focal point or demographic targeted there should be a plan of action outlining the pursuit of redefining, thus innovating, the way things are done. One founder described it best when said,

*"I strive to never loose sight of my consumer base, but always anticipate a way to evolve my ventures so that my competitors become an expansion of that initial consumer base."*



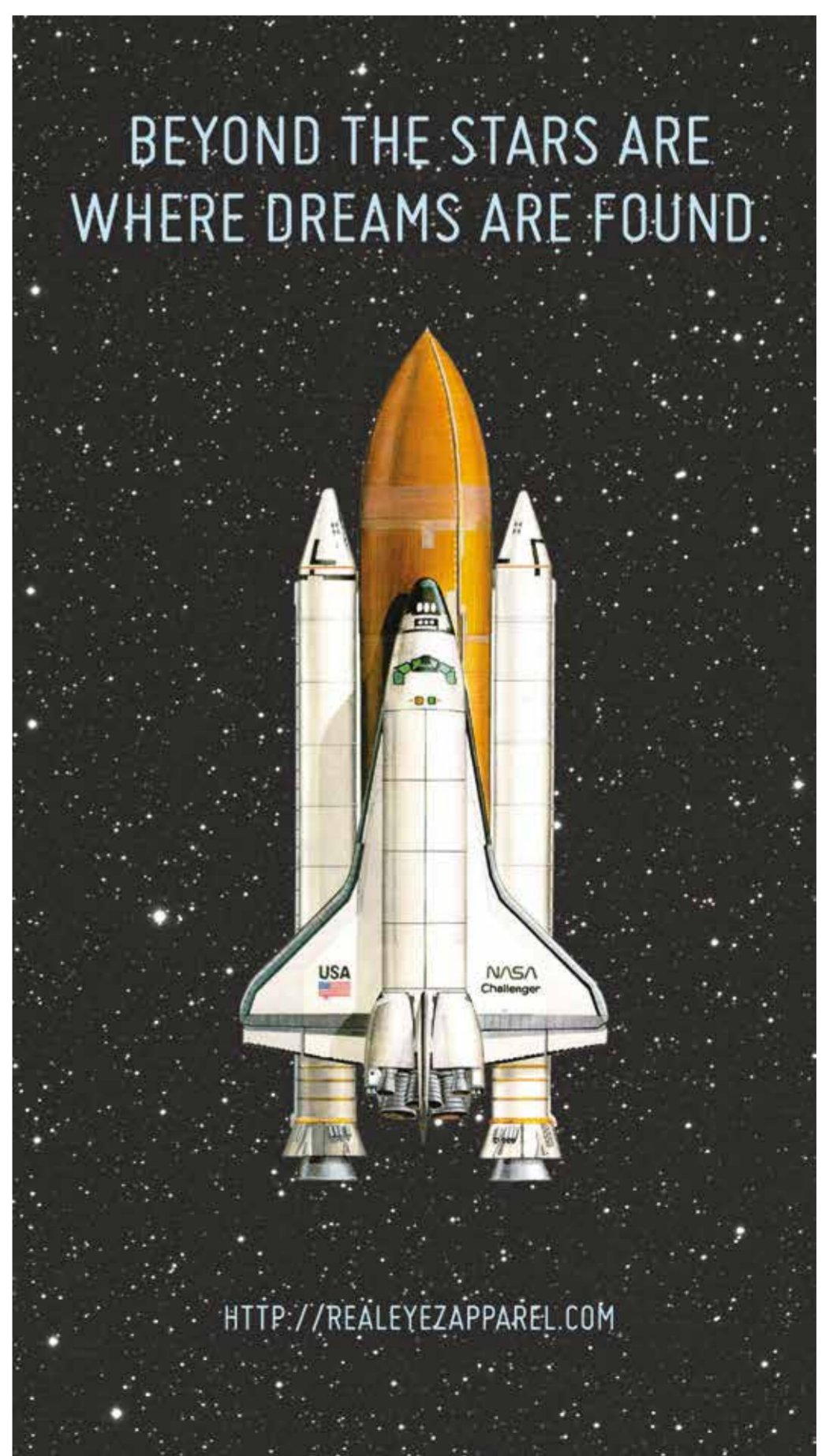
Originally established down in Orlando, FL, Realeyez Apparel has progressively grown over the past few years. They've moved from Orlando up to Charlotte, NC, and have recently relocated out to Los Angeles, CA. There is no doubt that the company is maturing as an independent brand, and slowly defining itself within the industry.

The brand stands alone as it's own identity, and isn't directly tied to the identity of the founders. It has even been rumoured that Bansky has influenced development behind the scenes. The idea of leaving the "who" undefined shifts the focus to the "what", defining the movement of the brand. It's an intriguing thought, isn't it?

The brand is solely online retail at the moment, but looks to be prepping a distribution line to start bringing on a team of stockist. I've heard that if they

were to experiment with a distribution line, that they would structure accounts agreements to exclusive loculation rights. Regardless of their next move as a brand, one thing is for sure, Realeyez Apparel is creeping on a come up of their own.

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Real Eyez Apparel

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