

THE HOLIDAY ISSUE

KRAVE



2020 FRESHMAN KLAASS

TOP MODELS

10 FACES TO WATCH IN THE NEW YEAR



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PRINT &
DIGITAL
EDITION





Q&A: ANTHONY CHRISTOPHER

THE CREATOR OF DRAWLZ BRAND CO.

Age: 33

IG: @A_C32 & @DrawlzBrandCo

FB/Twitter: @DrawlzBrandco

Website: www.Drawlz.com

Can you tell us a little about yourself?

I'm a California native and I now call Dallas my home. I work hard, I take action and I execute. I created this brand from the ground up with no experience in fashion, I had to learn and teach myself about this industry. I am far from an expert and I make sure to continuously learn about the fashion game and how to truly connect my brand with the people and the culture. From the day of inception to the present, I've been excited, hungry and committed to bringing the best in undergarments to the world. I live by the quote "If you want to succeed as bad as you want to breathe, then you will be successful."
– Eric Thomas.

This is my air.

How and when did you start your business?

Anyone who is close to me knows I have a different business idea every week. At first, I was like most...have great ideas but never take any action. Thinking back, it wasn't my lack of action, it was my lack of belief. This time, I acted and created DBC because I truly believe in this business concept. I feel it, I breathe it, and I know others will too. I have absolutely no experience in fashion, retail, or manufacturing but I do have experience in getting shit done and that's all I need. I can learn the rest. But to answer your specific question, I started the business in 2017 developed it for 3 years and dropped October 1st, 2019. How I started the business: I just did it. I wanted to do something, I learned how to do it and now I'm here. Nothing glamorous about it.

What's are your goals? There is no doubt in my mind *Drawlz Brand Co.* will be the standard when it comes to Urban focused luxury undergarments. That said, my goal is to take the top spot. Absolutely, we are the best when it comes to quality and style. It's not how will we become the nation's top undergarment company it's when. I am a patient man; we will grow at a steady responsible pace. My ultimate goal is to provide the best customer experience possible. We are a brand focused on culture and the people. Our customers are the most important aspect of our business. We do not take them for granted and appreciate every ounce of support.

What made you choose this type of business? I wanted to contribute something to the world that would impact every customer a personal level. Fashion fulfills that. When you put on a garment, it can impact your mood, your day, your perception, others perception of you, and most importantly your confidence. I love that I impact people on a daily basis. You may not wear shoes every day, you may not wear a shirt or a hat every day; however, for most of us, *Drawlz* is a daily staple. I have always admired Daymond John and his brand FUBU which stands for "For Us, By Us". That slogan has been in the back of my mind prior to starting any business. Whatever venture I decided to invest in had to live and breathe the "For Us, By Us" culture and values. Starting an undergarment company called *Drawlz* fits this narrative perfectly. I didn't come up with this idea of "Drawlz" alone, we as a people did. I just made it tangible. The term *Drawlz* came from us. I am "Us" therefore *Drawlz Brand Co.* is a true representation of the vision and values of the term "For Us, By Us"!

What was your biggest 'A-ha' moment? Honestly, this whole process is a continuous A-Ha moment. I've learned quickly that consistency is key, learn from your mistakes, be true to yourself and opportunities will continue to present itself. If I had to narrow it down to one A-ha moment it would be when I received my first sample. That is when I realized if you invest and believe in yourself, anything is possible.

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What were your greatest failures and what did they teach you? I would have to say wasting time and money relying on others to do the work for me. Once I started to take the time to develop my skills things really started rolling for me. Teaching myself the skills needed to push this brand forward takes a lot of my time, however, the experience, lessons, and information I am gaining throughout my journey is priceless. In the future, when I do resort to outside sources such as contractors, I'll know what the hell I'm talking about and will not be taken advantage of. When first starting out building a business, do it yourself. Fall, fail, make mistakes. The experience of these mistakes will save you 10x in the future.

What is the most important part of what you do? At first, I thought it was selling the shit out of my merchandise. However, as I have built up my social media following, I have come to

realize the most important part of what I do is setting a good example for others. I receive so many messages from complete strangers rooting me on, asking for advice, and sometimes just telling me how proud they are to have a quality product made by someone they can relate to and looks like them. Don't get me wrong, making money and being self-sufficient is the ultimate goal. But I realize now more than ever I have a responsibility to run my business with the utmost integrity and represent our culture in the right way. I want to break the negative stereotype that is typically associated with black owned businesses.

What drives you? Setting and example for my 3 boys. They need to know that it is possible to create your own way in this world. I want them to know they can have financial freedom doing something they enjoy rather than being miserable at a job they hate. Not settling for the status quo. Be happy in life and never settle.

We've noticed there's been a surgent of under garment brands. What do you think has attributed to that and what makes yours different from the others? Fashion has changed. Undergarments is now about intimacy, security and comfort. It has become an extension of a person's personality. A style statement. A lot of brands cater to the style aspect of undergarments and forget about quality and construction. Drawlz Brand Co. prides itself not only being the hottest pair of Drawlz you will ever wear but also one of the most comfortable. From the waistband to the brief fabric, we have spent the time and the dollars to ensure we are using the best fabric materials on the market. When you wear a pair of Drawlz you will not only look good, but you will feel good as well. We are the new standard.

To what do you attribute your success? No days off! Consistency is key! Everyday I learn something new that provides a positive impact to my business. Daily I am promoting, bettering my brand, learning, and consistently taking steps forward to promote positive growth. You can always be doing something to better yourself/ company.

What do you look for in an employee? At Drawlz Brand Co. we do not hire

employees. We encourage and hire future leaders only. Regardless of your position, the ultimate goal is to develop essential skills to take on leadership roles and truly impact the dynamic of the company. We look for people with drive and passion. Not only for the brand but for their personal development as well. I pride myself on leading by example and those I choose to work with must be on the same page.

What are your responsibilities as the business owner? At this point EVERYTHING! I am a business owner, a photographer, a marketing director, a book-keeper, a stock employee, a graphic designer, customer service rep... the list goes on. I do it all and I wouldn't have it any other way. I am learning so much wearing different hats. It is truly preparing me for the future and teaching me how to set up my business for growth and future success.

Does your company help the community where it is located? We are located in Desoto Texas a suburb of Dallas. We are a young company and have every intention to serving our community. I am constantly looking to build relationships and learn about different ways to help the community. That said, those local here in DFW reach out, let's work, collaborate, let's build together. Our most recent contribution was the involvement in the *Treasures Men's Fashion Show*. All proceeds were donated to the local American Cancer Society. We are honored that we had the opportunity to be involved.

If you had one piece of advice to someone just starting out, what would it be? I have so many pieces of advice but if I had to choose one it would be, *“invest in you and do it yourself”*. We have so many ways to learn and gain information now. Save your money and figure out how to do it yourself. I have saved thousands of dollars staying up until 3-4 am learning how to do things on my own. Through investing in myself, I have developed so many skills that directly impact to the growth of my business.

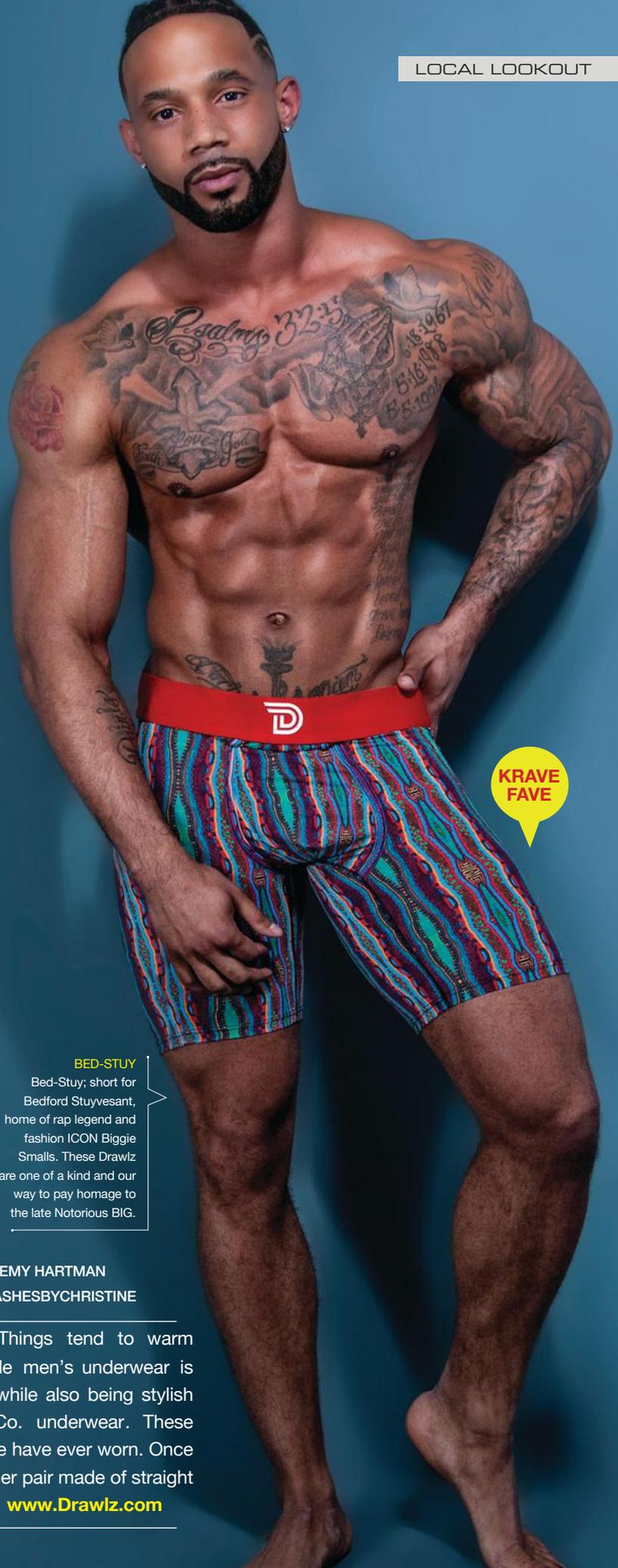
Tip: Start by enrolling at YouTube University; one of the best learning tools you can use!



ORIGINALZ BLACK



COTTONZ GRAY



KRAVE
FAVE

BED-STUY

Bed-Stuy; short for Bedford Stuyvesant, home of rap legend and fashion ICON Biggie Smalls. These Drawlz are one of a kind and our way to pay homage to the late Notorious BIG.

DRAWLZ

PHOTOS: NATHAN PAUL | MODEL: TEAM WEIGHT2WEAR JEREMY HARTMAN
JEREMY'S HAIRCUT: @RASHADCUTZ | BRAIDS: @HAIRANDLASHESBYCHRISTINE

Every man needs a great pair of underwear. Things tend to warm up down below and it's why the most comfortable men's underwear is key to keeping your man parts from overheating while also being stylish while you do it. Introducing DRAWLZ Brand Co. underwear. These are the softest and most comfortable underwear we have ever worn. Once you've tried them on you'll never want to rock another pair made of straight cotton again. Check out the entire collection now at www.Drawlz.com