

After a 5-year hiatus, **Just Another Rich Kid** is back. After working for the last year with a factory in LA, Just Another Rich Kid introduces **BLACK IS EVERYTHING**. The pre-shrunk 100% cotton **Made in the USA** men's t-shirts have undergone a secret double wash: they're lightweight, yet durable, and are luxuriously soft to the touch.

When asked the meaning behind the concept, the designer notes, "It means whatever you want it to mean. The process I use to come with a concept for a collection is more visual than literal. **BLACK IS EVERYTHING** sounds right to me. I like the words together in that order."

Prior work includes last year's **#FuckKanye** t-shirts. After being subjected to non-stop insanity from the self-proclaimed "king of rap", Just Another Rich Kid released a limited edition series of t-shirts with a slogan everyone can agree on.

Indulgences 7 Deadly Sins: a unisex line of 7 silver charms. As with the original Indulgences, the 7 Deadly Sins are edgy and thought-provoking. The necklaces are subtle and delicate in size and form with powerful imagery -- a marijuana leaf, a coke spoon, a Playboy bunny, and an upside down crucifix.

Ken debuted in 2002 with the explosive line of **Starfucker** tees (remember I Fucked Paris Hilton?) and an installation entitled **The New American Dream**, addressing the commodity of celebrity. In September 2004, he presented a highly-regarded performance piece -- **Paparazzi** -- at the now infamous, short-lived **Terminal 5** exhibition at the Eero Saarinen Terminal at New York's JFK airport. In the spring of 2005, he invited **Tobias Wong** to collaborate with him on the widely acclaimed design collection **Indulgences (for the man who has absolutely everything!)**, which has been sold around the world and was displayed in the galleries at Colette and Loveless. Three (3) pieces from the Indulgences are now part of the permanent collection at **SFMOMA**. The series lead to an **Absolut** vodka collaboration, featuring a gold plated Absolut bottle, **Absolut Indulgence**.

Finally, Ken created **Indulgences No. 5 Nike Dunk High** - a pair of gold-dipped Nike Dunks, which are in the **Guinness Book of Records** as the most expensive pair of sneakers in the world.

Contact

Kenneth Courtney
info@justanotherrichkid.com
www.justanotherrichkid.com
917 517 8380



JustAnotherRichKid