

LIVN SPOTLIGHT



JAMES RUCKER
CEO OF LIVN

HOW YOU LIV'N? HOW DID YOU GET STARTED AND HOW DID YOU GET TO WHERE YOU ARE AT TODAY?



I AM LIV'N QUITE AMAZING ACTUALLY! I STARTED MY BUSINESS ABOUT 3 YEARS AGO. I AM THE OWNER OF THE LIV'N LIFESTYLE BRAND. I SPENT SOME TIME IN ASIA, MORE SPECIFICALLY THAILAND! SUCH A BEAUTIFUL COUNTRY WITH AMAZING PEOPLE, AND THEIR CULTURAL BELIEFS ARE VERY INSPIRING. IT INSPIRED ME ENOUGH TO START A BRAND AROUND THE MESSAGE OF LIVING YOUR LIFE TO THE FULLEST EACH AND EVERYDAY OF YOUR LIFE. IN AMERICA, WE LIVE IN SUCH A JUDGMENTAL SOCIETY. WE ARE JUDGED ON WHERE WE WORK, HOW MUCH MONEY WE MAKE, THE HOUSE WE LIVE IN, AND EVEN THE CAR THAT WE DRIVE. WHY DOES IT HAVE TO BE LIKE THAT? WHO ARE WE TO JUDGE ANOTHER PERSON WHO IS LIVING THEIR OWN LIFE. I CREATED THIS COMPANY WITH A PASSION TO HELP PEOPLE SEEK OUT THEIR OWN SPECIAL INDIVIDUALITY AND TO TRULY SEE WHAT HELPS MAKE THEM FEEL ALIVE. MY TEAM CONSISTS OF 4 OTHER GUYS: MALCOLM, DARIO, KOREY, AND TYJAE.. TOGETHER WE CONTINUE TO CREATE AND BUILD THE BRAND TO WHAT IT IS TODAY, THROUGH OUR APPAREL, EVNTS, AND COMMUNITY PROJECTS. LIV'N WOULD BE NOTHING WITHOUT ALL THE HARD WORK THAT EACH AND EVERYONE OF THESE MEN PUT IT ON A DAILY BASIS.

WHERE DO YOU GET YOUR INSPIRATION FROM?

I GET MY INSPIRATION FROM PEOPLE AND THEIR STORIES. EVERYBODY IS DIFFERENT AND HAS A DIFFERENT PURPOSE IN THIS WORLD. EVERYONE BEING DIFFERENT MAKES OUR WORLD UNIQUE AND A BEAUTIFUL PLACE TO LIVE. WE ALL HAVE DIFFERENT STRUGGLES, BUT OUR STRUGGLES ARE WHAT MAKE US INTO THE PEOPLE WE ARE TODAY. AND ALL OF THE THINGS THAT MAKE A PERSON WHO THEY ARE IS WHAT'S TRULY INSPIRING TO ME.



WHAT HAS BEEN THE MOST CHALLENGING PART OF YOUR JOURNEY?

THE MOST CHALLENGING PART OF MY JOURNEY HAS BEEN THE CONSISTENCY ELEMENT OF EVERYTHING. IT IS EASY TO BE INSPIRED, MOTIVATED, AND DEDICATED ONE DAY AND THEN IT'S EASY TO SLACK OFF AND NOT CARE THE NEXT DAY. ANY SUCCESSFUL PERSON WOULD TELL YOU THAT YOU HAVE TO BE CONSISTENT IN YOUR CRAFT. THERE'S BEEN TIMES WHERE I HAVE DEFINITELY BECOME STAGNANT IN MY BUSINESS AND THERE WERE DEFINITELY CONSEQUENCES FOR THAT. SO THE CHALLENGE IS TO CONSISTENTLY BE CONSISTENT.





WHAT HAS BEEN THE MOST REWARDING PART OF YOUR JOURNEY? WHAT ARE YOU MOST PROUD OF?

IT'S HARD TO SAY WHAT THE MOST REWARDING PART OF THE JOURNEY BECAUSE THERE ARE SO MANY LITTLE VICTORIES ALONG THE WAY THAT ARE TRULY GRATIFYING. I WOULD SAY SEEING OUR PRODUCT IN STORES WAS PRETTY REWARDING THOUGH. CREATING A BRAND FROM NOTHING AND TURNING IT INTO SOMETHING THAT COULD BE SOLD IN STORES FOR CONSUMERS TO BUY IS A PRETTY AWESOME FEELING.

WHERE DO YOU WHAT'S SOMETHING ABOUT YOU THAT NOT A LOT OF PEOPLE KNOW? WHAT MAKES YOU UNIQUE? GET YOUR INSPIRATION FROM?

I AM A PRETTY OPEN AND CONFIDENT PERSON. SO THERE'S A LOT THAT PEOPLE KNOW ABOUT ME EVEN IF THEY JUST MET ME ONE TIME. I AM A PEOPLE PERSON TO THE MAX! BUT WHAT A LOT OF PEOPLE DON'T KNOW ABOUT ME IS THAT I ACTUALLY REALLY ENJOY BEING ALONE AND KEEPING TO MYSELF! VERY SOOTHING AND RELAXING TO ME.



WHAT ELSE DO YOU WANT TO ACCOMPLISH IN LIFE?
I JUST WISH TO CREATE A LEGACY FOR FUTURE GENERATIONS. I WANT LIV'N TO BE SO BIG THAT IT CONTINUES TO HELP AND AFFECT LIVES EVEN WHEN MY TIME ON THIS EARTH IS OVER WITH.

WHAT'S SOMETHING YOU'VE LEARNED ABOUT LIFE THAT COULD HELP SOMEONE ELSE?

I HAVE LEARNED THAT LIFE IS TOO SHORT TO WONDER WHAT IF. I THINK IF YOU HAVE A THOUGHT AND IDEA, OR A PASSION FOR SOMETHING THEN YOU SHOULD JUST GIVE IT A TRY! I THINK IF A LOT OF PEOPLE JUST TOOK A CHANCE THEY WOULD SURPRISE THEIR OWN SELF! YOU'LL HAVE MORE REGRETS IN LIFE ON THE THINGS THAT YOU DIDN'T DO VERSUS THE THING THAT YOU DID DO.