

The Game Launches Upscale Men's Fashion Line

Written by Keith ID1103

Monday, 04 April 2005 07:48 -

Rap hip-hop artist THE GAME a.k.a. Jayceon Taylor launches an upscale fashion line for men, The Frank Pace Collection. The Frank Pace Collection is said to have the sophistication of the global upscale elite with the cutting urban edge flavor that Hip Hop brings. The Black Wall Street Corporation has joined Corp Logo Ware and Star Industries to launch a fashion line and several fashion ventures that have sponsors anxiously ready to align with this newly carved market: Urban upscale. This mixture, this phenomenal combination has marketing executives projecting this venture to exceed \$20 million dollars. The Frank Pace Collection is expected to be in every upscale and retail store May, 2006.

The Frank Pace collection is a global fashion line that relates to men who have power. This fashion line is only expanding a niche that was created by Sean Puffy Combs with the Sean John collection. Achante Sims, Frank Pace stylist reveals, "It's for men who are kings of the streets rather it's wall street or the urban streets across the globe, it satisfies those men who are in power." Tony Whitley, fashion expert, goes on record to state, "The Frank Pace fashion line could easily be found in The Source and G.Q., it has that flexibility to appeal to every man who wants to exude a sense of power." Frank Pace, model and actor reveals, "As more men of the Hip Hop community gain powerful positions, like the Jay Zs, Nellys, Ushers, Puffys, Russell Simmons, there is a definite need to reflect their sense of style, when they are in board meetings, even though they are powerful, they are still Hip Hop- we are now becoming more and more global and my line satisfies that new niche! ." The Frank Pace Collection is creating a new fashion revolutionary movement, as urban America continues to gain power, The Frank Pace Collection satisfies the style that goes with it.

The Frank Pace Collection has industry insiders who helped launch Puffy's Sean John fashion line. Shemia Miller reveals, "Corp Logo Ware brings a lot to the table, advertisement, sponsors." Shemia Miller continues, "I am very satisfied and excited about this new marriage between The Black Wall Street corporation and Corp Logo Ware and Star Industries because this manufacturing company works with the Olympics, a very global company. I was on the phone with a gentleman that used to be the Vice President of Reebok, and we are planning on working with Puffy's designer for Sean John, so who couldn't be excited?". Corp Logo Ware is not only working with The Black Wall Street on the Frank Pace Collection they are also working with introducing The Black Wall Street clothing to upcoming events and all shows that The Game performs at. Darnell Metayer reveals, "We are pleased that this deal is done, We will be at every event that The Game does, and we are going to be up close and! personal not only launching Frank Pace's line, but revealing The Black Wall Street's additional clothing items to the table." The Frank Pace Collection is not the only fashion venture that has emerged. In fact, The Black Wall Street clothing will be sold at the events that The Game is in. Celeste Watson explains, "This venture will change the course of the fashion industry as we know it. I am very excited to be apart of the train that is currently moving forward at a progressively fast speed."

The Frank Pace collection is the brain child of The Game, The Black Wall Street enterprises, and Shemia Miller & Associates.

The Black Wall Street is an enterprise launched by CEO, The Game a.k.a. Jayceon Taylor and

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COO "BigFase100."

Corp Logo Ware is an 80 million dollar enterprise, authorized and licensed to operate Olympics merchandise, CEO Scott Staff. Shemia Miller & Associates is a multimedia business consultant firm.