

Notorious BIG's 'Brooklyn Mint

Written by Robert ID853

Tuesday, 08 February 2005 02:26 -

The late great rap artist Notorious B.I.G. started a clothing line, Brooklyn Mint, in 1996, but he never got the opportunity to see his brainchild develop. Through the tireless commitment and vision of B.I.G.'s mother Ms. Voletta Wallace and his managers Mark Pitts and Wayne Barrow of Bystorm Entertainment, the Brooklyn Mint dream will finally be realized. "It was important that we identified the right partner," said Barrow about the timing for the line. "We had to have someone who understood our vision and passion to materialize the brand.

"The sportswear line which represents the Legacy of the rap legend will take its inspiration from the Life-Style, Culture & Diversity of Brooklyn.

The first installment will come in the way of the Brooklyn Mint T-shirts which will debut during the Magic Convention from Feb 14th to Feb 18th in Las Vegas. Brooklyn Mint Tees will be available on March 9, 2005 and the full line will be available in 2006.

Hip-hop music mogul Jay-Z, a true friend to B.I.G assisted in securing the deal for Brooklyn Mint and also granted the brand his image to be utilized on one of the first T-shirts for the line. Proceeds from the "Brooklyn's Finest" T shirt will be donated to B.I.G's, Christopher Wallace Memorial Foundation and Jay-Z's, Shawn Carter Scholarship Foundation.

"Brooklyn Mint serves as a vehicle for the consumer to participate in the Legacy of B.I.G. while dismissing cultural boundaries and delivering new innovative standards in fashion," said its co-founders.