



FOR IMMEDIATE RELEASE

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BornStar
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APPROACHING FOR WINTER'19

[New York, NY, December] - BornStar would like to announce a special drop coming soon. BornStar is releasing a black pocket tee printed with the iconic logo along with a cut and sew logo on black sweats. The pocket tee is made out of 100% cotton and the sweats are made out of 100% cotton as well. The drop will only be available for NYC meetups starting on December 9th.

"I take the time to pay attention to details. I hand pick items and materials. I don't hire or outsource a company. I like to keep everything in my control. If I'm okay with it then everything else will be good. It's for the youth. Especially in today's time, nowadays people think of the outcome. It's meant to inspire the youth and I feel like teens are lost nowadays because of social media. Everyone tries to compare themselves on social media to be the best they can be and fake themselves to be someone they are not. BornStar is not to impress the crowd. At the end of the day, no one is going to care so you just gotta do it."

BornStar is a small upcoming clothing brand that originated in the south Bronx. Alan, the founder of BornStar, wants to inspire the youth to be true to themselves. Everyone is born for a specific purpose that should be chased because everyone is born to make it somewhere somehow - a striving star. Alan focuses on motivating himself and others to chase dreams. If you're born for a reason, whatever that is, you're born to be something. People usually stop because they get discouraged, but BornStar is able to showcase the potential every individual has.

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PHOTOGRAPHS



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