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You're wonderfully creative, but help! Can you slip in more concrete details? You're fabulous, bold + ambitious but often in your artisticness are very vague. You are great, but

## Brand Recreating Acceptance of Visual Originality

\* Please email me before doing a revision!! or submitting to contest. \*

Mia Washington - Essay #1 - 2/5/14

great opening!

In the city of New York or city housing space, I, a young entrepreneur brainstorm and design BRAVO clothing. The diversity of the avenues or pictures on the wall all seem to inspire creations that a postal service can transfer out of the Big Apple and on to a bigger pie. Sometimes the clutter of boxes around my room outnumbers the traffic outside as if the only light that needs to go <sup>on</sup> is...me; to turn a designer's canvas into an actual museum <sup>so to</sup> sort of speak. First step usually will be to sweep and dust which can turn into an idea or add to the frustration of trying to create one.

The ~~more~~ urban approach gives me limitless opportunities to directly show the world what I have in store. I can't wait to actually have <sup>a store</sup> ~~one~~ but the interactions with customers, potential customers or anyone stopping to listen to the usual introduction of myself and clothes makes the wait more adventurous. Outside promotion can go from 2-8 hours, 59<sup>th</sup> to SoHo, and even a few relay laps in certain "money spots". That's a place I stop a few people, give them all the details on what I'm doing, and they pay me with respect, encouragement or a few dollars whether they buy or not. <sup>Sometimes I</sup> It be the times I ~~don't~~ get neither or I get the "I don't have cash" line but no worries I heard it enough times to now be able to reply back "I can take cards but no EBT." The look on people's face when I pull out that card reader is priceless. Note to anybody who's not interested in buying something: be honest.

The flaw of my up and coming successful business doesn't show until I'm face to face with the situation, but all of my bulletproofing tactics are formed behind my closed door. Not

I want to know about your clothing!!

I love the wopes but please slip in more details!

what neighborhood are you in? what colors in your room? do you design on a computer or paper with pen? on desk or the floor?

that's what I desperately want in this essay.

in the street?

only that, the business is run from there, <sup>but I only have</sup> ~~only~~ one rent to pay for living and labor. I enjoy the benefit of being able to wake up at my own time and be at work already. <sup>nice!</sup> ~~It's~~ been the times I wouldn't know when to take a lunch break or how to click out of YouTube videos that had nothing to do with producing mockups of my newest designs. Rarely my mind will travel through dimensions not only on the computer screen but it still would be nice for some order.

The problem has

sounds nice but I don't understand

It's pretty much all about order: What needs to be done, what I want done and then how it will be done. Images have to be vectored to be able to expand or shrink without losing ~~its~~ <sup>has</sup> their resolution; color has to be separated, every detail is to be precise. Once I have the design that's going on a sweater or tank top to my liking I then have to call up the companies I work with to get the products done to then ensure it is something that can <sup>be done</sup> do exactly the way I expected.

tell me what it's + how!

Production time can be as little as a couple <sup>do</sup> days to a couple <sup>do</sup> weeks but I make sure to have the highest quality in my clothing. Once the tags are sewn in or imprinted into the pieces, everyone knows it's a BRAVO creation.

fabric? work-manship?

I don't understand.

To get some BRAVO, there's the website, the social media which helps it get around to someone who I probably couldn't stop downtown, and the group of people who help me out when things get too much to do alone. My hope is by the end of 2014, most of the <sup>U.S.</sup> ~~states~~ are aware of my clothing line and I'm also striving for a few countries. I will continue to wake up, network, go outside and let others in on a success story in the making hoping they are inspired to get their dreams out there no matter the size of their city or size of their home. It's all about the size of your creativity which in my case, <sup>is</sup> bigger than what meets the eye.

will be

Bravo is a well known store

+ many websites have that name.

See over

