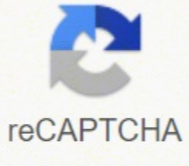




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Daymond john book signing

A young entrepreneur, an industry pioneer, a highly regarded marketing expert, and a man who has surpassed new heights of commercial and financial success are just a few ways people have described Daymond John. Over the last 20 years, Daymond has evolved from one of the most successful fashion icons of his generation to one of the most sought after branding experts, business, and motivational speakers in the country. Daymond's creative vision and strong knowledge of the marketplace helped him create one of the most iconic fashion brands in recent years. FUBU, standing for "For Us By Us", represented a lifestyle that was neglected by other clothing companies. Realizing this need in the marketplace, Daymond created the untapped urban apparel space and laid the groundwork for other companies to compete in this newly established market. Daymond grew up in the community of Hollis, Queens, quickly becoming known as the birthplace of the new genre of music called Hip-Hop, with acts like RUN DMC and Salt-N-Pepa rapidly making names for themselves. Being surrounded in this influential neighborhood helped spur the inspiration for his clothing line that would ultimately change the fashion world. His first foray into the apparel market came when he wanted a tie-top hat he had seen in a popular music video but could not find one for a good price. With the sewing skills he had learned from his mother, Daymond started making the hats for himself and his friends. Realizing he was on to something, Daymond made a sizeable order of the tie-top hats, sold them on the streets of Queens one day, and made \$800 in just a few hours. There was a buzz about Daymond's products that simply could not be ignored. Based on that early success, Daymond recruited some of his neighborhood friends and FUBU was born. They created a distinctive logo and began sewing the FUBU logo on all sorts of apparel, including hockey jerseys, sweatshirts and t-shirts. The brand hit a tipping point when Daymond convinced Hollis native and Hip-Hop superstar, LL Cool J, to wear FUBU for a promotional campaign. This was the catalyst behind the entire Hip-Hop community supporting the new brand and instantly giving it credibility. In need of start-up capital to keep up with demand, Daymond and his mother mortgaged the home they collectively owned for \$100,000. Soon, the home was turned into a makeshift factory and office space. FUBU gained even more nationwide exposure when Daymond and his partners traveled to the industry trade show Magic in Las Vegas. Despite not being able to afford a booth at the event, the FUBU team showed buyers the distinctively cut, vibrantly colored sportswear in their hotel room. The company came back to Queens with over \$300,000 worth of orders. FUBU soon had a contract with the New York City-based department store chain Macy's, and it began expanding its line to include jeans and outerwear. A distribution deal with Korean electronics manufacturer Samsung allowed their designs to be manufactured and delivered on a massive scale. With the brand transcending into the mainstream markets, FUBU recorded annual sales of \$350 million, placing it in the same stratosphere as designer sportswear labels such as Donna Karan New York and Tommy Hilfger. In 2009, John joined the cast of the ABC entrepreneurial business show, Shark Tank, produced by acclaimed TV producer Mark Burnett. As one of the "Sharks", Daymond and four other prominent executives listen to business pitches from everyday people hoping to launch their company or product to new heights. Investing his own money in every project, Daymond becomes partners with the entrepreneurs helping turn their dreams into a reality. Millions of viewers tune into the show as Daymond demonstrates his marketing prowess and entrepreneurial insights. Due to the increasing amount of requests from major companies, Shark Branding was formed to provide companies with the marketing insights that have made Daymond's companies successful over the years. The firm consults companies on innovative strategies to connect with their consumers more effectively by associating with the world's most influential celebrities, musicians, and personalities. Whether it's activating a celebrity endorsement or integrating product in a music video, companies rely on Shark Branding to utilize Daymond's contacts and relationships to produce real results and sales. Daymond entered the literary world with his first book *Display of Power: How FUBU Changed A World Of Fashion, Branding And Lifestyle* which tells the story of his awe inspiring journey and provides a roadmap for those who aspire to succeed in business and in life. Daymond followed up his with his second book, *The Brand Within: How We Brand Ourselves, From Birth To The Boardroom*, which examines the loyal relationships companies seek to establish with the public by attaching celebrities to their brands and the instantaneous impulses consumers exhibit when purchasing a product. Drawing on his cutting edge experiences in the fashion business, as well as his hard-won insights developed as a sought-after marketing consultant to trendsetters and tastemakers, the author argues that branding relationships have now seeped into every aspect of our lives. In recognition of his contributions to fashion and the face of American business, Daymond has been celebrated with some of the most prestigious awards including: Brandweek Marketer of the Year, the Advertising Age Marketing 1000 Award for Outstanding Ad Campaign, Crain's Business of New York Forty Under Forty Award, and Ernst & Young's New York Entrepreneur of the Year Award. I had a great time going back home to Queens, NY to speak at York College for a special signing for my book, *The Power Of Broke*. Thanks to everyone who gave their support. It really made coming home that much more special. Check out the full recap, including my first trip on the subway in over 25 years. Good to see it hasn't lost its charm! I hope you enjoyed the video! Thanks to everyone who made this possible. - DJ « All Events Adventures by the Book® is pleased to offer an exciting event to benefit Reality Changers, a nonprofit organization that transforms the lives of young people from disadvantaged backgrounds. Join Shark Tank star Daymond John, a New York Times bestselling author, as he shares valuable insights into success. Have you wondered how you can outperform, outwork and out hustle your way to a successful and rewarding life? Well, Daymond John is here to reveal the not-so-secret formula to his success. Your adventure includes a signed, first edition, hardcover copy of Daymond John's book, *Rise and Grind*, a generous donation to Reality Changers, author presentation, Q&A, and book signing. And, if you really want to make a difference, consider purchasing extra copies of *Rise and Grind* to donate to Reality Changers students, or make a donation directly to Reality Changers, [here](#). From his wildly successful role on ABC's smash hit, *Shark Tank*, to his distinguished status as a Presidential Ambassador for Global Entrepreneurship, Daymond John has become globally recognized for his relentless commitment to promoting and supporting entrepreneurs. Daymond initially made his mark as the entrepreneur and branding expert behind the groundbreaking lifestyle brand, FUBU, which eclipsed more than \$6 billion in global retail sales. From the streets of Hollis, Queens, Daymond started a global movement from the basement of his mother's house by capitalizing on the then fledgling hip-hop culture. Today, the streetwear market that FUBU pioneered is a \$20 billion dollar industry. Since then, Daymond has continued to challenge himself and the business world in which he operates. In 2009, Daymond was tapped by lauded television producer, Mark Burnett, to join the cast of a new business-reality concept, *Shark Tank*. After 8 seasons, 3 Emmy Awards, multiple Critic's Choice Awards and millions of dollars in investments, the show has become the most watched program on Friday nights, and one of the most successful business reality series of all time. Over the course of the series, Daymond has been a mainstay of the cast of *Sharks* and is now affectionately referred to as, "The People's Shark." Season 9 was shot in June of 2017 and will air on Sunday nights later in the year. A recipient of more than thirty-five awards, including the Brandweek Marketer of the Year and Ernst & Young's Master Entrepreneur of the Year, Daymond serves as CEO of the brand consultancy, The Shark Group, which specializes in brand strategy and development, artist relations and talent development. Under Daymond's leadership, The Shark Group has re-written the script on how companies, brands and products can seamlessly work together to yield a sum greater than its parts. The Shark Group works with a wide range of businesses and brands, including Capital One, HSN, Forbes, Miller Lite, Gillette, Shopify and Infusionsoft and superstars such as Muhammad Ali, the Kardashians, Pitbull, Stan Lee, Carlos Santana, Jillian Michaels and others. About Reality Changers Created in 2001, Reality Changers serves nearly 1,000 youth from disadvantaged backgrounds every year and is based on the principle that it is just not right that most inner-city students today know more people who have been shot or killed in the street than people who are on the road to college. Reality Changers focuses on how to build first generation college students. Measures were put in place to not give any "face time" to the negative behaviors that dominated the streets of the inner-city. This new approach led to the development of Reality Changers' "Tightrope Theory," which suggests that messages such as "Don't do drugs!" and "Don't be in gangs" are the equivalent of yelling at a tightrope walker, "Hey, don't look down!" Instead, students must be coached to focus on their goals that await them on the other side of the symbolic tightrope. The students then use Reality Changers as their balancing pole while they learn to take the steps necessary to get across to the other side. This shift in approach - from deficit-based to asset-based - has resulted in turning the \$300 of seed money with which Reality Changers started in 2001 into over \$100,000,000 in college scholarships for low-income youth in San Diego by May 2016. Save Save

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