

Independent Clothing

Contributed by Daniel Norman

BrooklyNYC® Clothing Brand is one of the hottest New clothing Brands to emerge from the New York streets. BrooklyNYC® is an independent brand with New York City roots, but has international appeal.

BrooklyNYC® Clothing Brand is an independent clothing brand that appeals to free spirited and independent people that wear exclusive clothing. As an independent lifestyle brand, BrooklyNYC® Clothing Brand is part of the BrooklyNYC® Lifestyle Brand. A young urban brand founded by a Brooklyn native and a Harlem native and dedicated to the New York lifestyle.

A key factor in an independent clothing brand is that it isn't owned by corporate America. After all, why should we let corporate America determine what "style" is. It's surprising how many brands are owned and controlled by huge corporations, brands are disposable, which shows how much substance is really behind some brands. From a New York Times article, "At Liz Claiborne, a Bold Fashion Statement",

"Current and former Liz Claiborne executives said that Mr. McComb had damaged morale by effectively creating two tiers of brands — winners (like Juicy, Lucky and Kate) and losers (like Ellen, Dana and Sigrid). The brands to be sold, closed or licensed are distributed largely through department stores: C&C California, Emma James, Enyce, First Issue, Tapemeasure, Laundry by Design and Prana, among others. Several department store brands, like Liz Claiborne (an umbrella including Axxcess, Claiborne, and Concepts by Claiborne), the DKNY Jeans group and Monet will remain inside the company."

What surprised me about this article is that Enyce was on the list of "loser" brands. I knew that Enyce was owned by Liz Claiborne for a couple of years, which diminished the brands "street" credibility and appeal, but I still see some Enyce on the shelves throughout stores on Fulton Street Mall in Downtown Brooklyn. Enyce is an example of an urban brand that lost its independence to corporate America.

At BrooklyNYC®, independence is part of our brand identity. Our "Liberty & Bones" logo with the statue of Liberty and crossbones shows BrooklyNYC® Clothing Brands commitment to being an independent clothing Brand. We feel that with being an independent Clothing Brand allows us complete creative freedom. The BrooklyNYC® Clothing Brand's lineup started with logo t-shirts and hoodies, but the designs will start being more "artistic" as our independent brand continues to develop.