

Daymond John's "Display of Power"

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WHITE**

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There's nothing like a rags-to-riches, tell-all story from someone you know knows the truth. "Display of Power: How FUBU Changed the World of Fashion, Branding and Lifestyle" (Naked Ink, \$24.99) introduces its author, Daymond John, as a central character in the way young African-American entrepreneurs changed the fashion industry.

John tells the real story: His compelling personal journey from childhood to pioneering business owner, creator and CEO of the successful fashion brand FUBU (made For Us, By Us) unveils how his actions opened up doors in the industry. It was a journey of hard knocks that lead him to success. Simply written, this book also belongs on the schoolbook shelves.

In "Display of Power," John teams up with New York Times best-selling collaborator Daniel Paisner. The author paints a vibrant account of an upbringing between what was then an emerging rap and hip-hop scene in Hollis, Queens. Coupled with fortitude, smarts from his mother and the desire to create something for the community, John writes how those factors came together to

form the multi-million-dollar business now known as FUBU. From pencils to reconditioned cars, John displayed an entre-



Daymond John, FUBU CEO and author of "Display of Power"

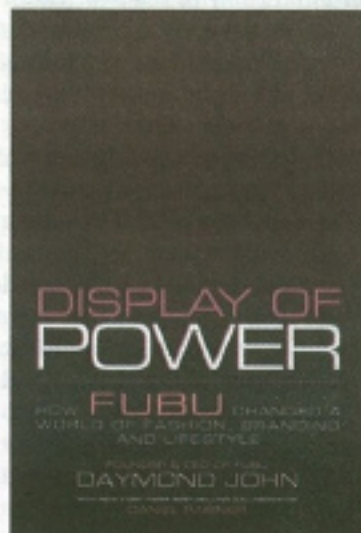
preneurial spirit early in his life. By his 20s, he had teamed up with a group of his neighborhood friends to sell t-shirts and tie-top hats under the FUBU label. FUBU was designed to counter the racist comments of other designers who appeared to reject the attention (not their dollars) of inner-city kids who embraced their clothes. To date, FUBU has shipped billions.

"Display of Power" also answers the questions like what kind of investments and

marketing did they engage in, what obstacles did they face and how did they push forward while keeping their integrity and identity.

The author also shares his story, along with stories and insights on such hip hop community icons as Sean "Puffy" Combs, LL Cool J, Jay Z, Russell Simmons and Hype Williams.

More importantly, John offers a fresh perspective that empowers youth and inspires entrepreneurs. His stories are entertaining. It's amazing how he shares the lessons he's learned while creating and building a business from scratch. It's a great, educational read.



Cover of "Display of Power" by Daymond John with Daniel Paisner

www.daymondjohn.com