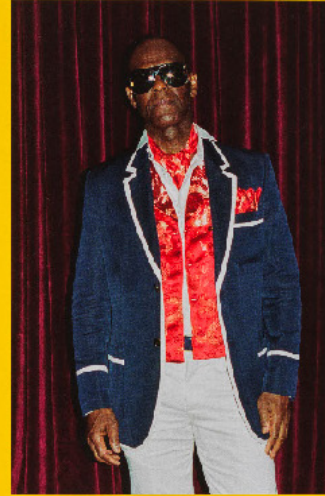


everyone in Harlem to see Dapper Dan. He so takes a thrill from
inspiring the Hanes that he takes from the clothes of his local friends
what he believes you'll want to make change in your wardrobe
around your house. And Dan, an energetic dresser, has the
time for them all. A local boy made good through a school
and a time management of twelve to his hip style and a
street of Harlem's success. Dan rose to prominence on these
streets as Harlem's leader of choice in the 1980s. His coveted
one-of-a-kind restaurant was the choice of localites, gangsters, rappers
and as LL Cool J, Ray Charles, Boy N. Parks, and others such as
Mick Jagger and Prince. Many of them, who were not only close
to the neighborhood but also to gain access to the boutique
where Dan received his customers \$4,000 a day. He talked
about "Africanizing" the European fashion brands, taking their
look of luxury but making it relevant to the streets of Harlem, where
there could be a lot of brands. He decided in the early 90s to do some
large-scale work in the area he was forced to take to the south
underground only recently re-emerging with a new opportunity
only adding in a large business in the area. Dan also raised
Mikaila S. Robinson, his former assistant with Ogee. As Dan
stands in his shop, he is surrounded by his steps to create a
clothing line that is not only about as much as the
clothing. It's about the Hanes' success and the Harlem
that still inspires the neighborhood. Dan's success is a
testament to the Harlem's success.



Ari Marcopoulos

DSREPS

dsreps.com
© DSReps

New York

(917) 407-4292

Nicki Silverman: nicki@dsreps.com

Los Angeles

(626) 441-2224

Deborah Schwartz: deb@dsreps.com

Crystal Roberts: crystal@dsreps.com