



NIGHT SCHOOL



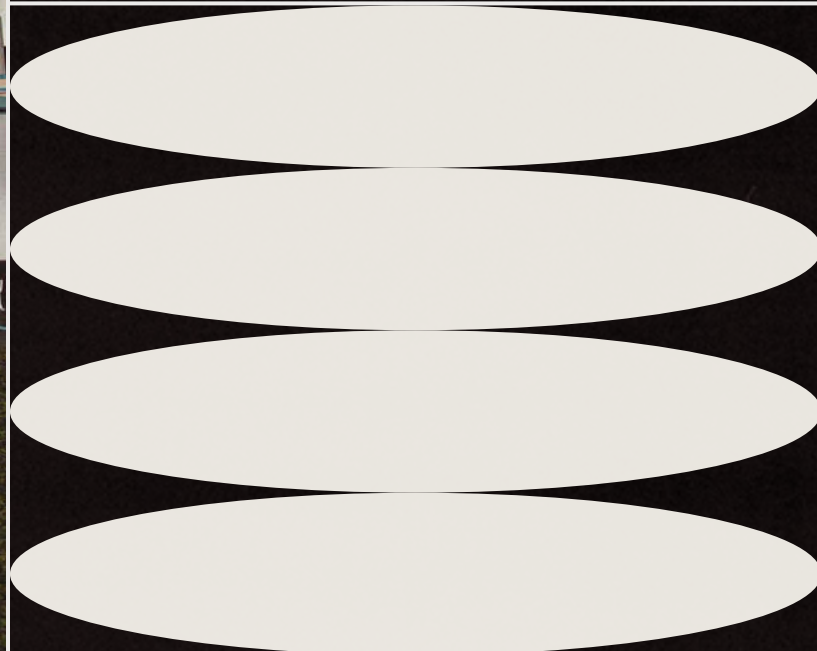
RGB ✦ Twon



# About

# RGB

# Twon



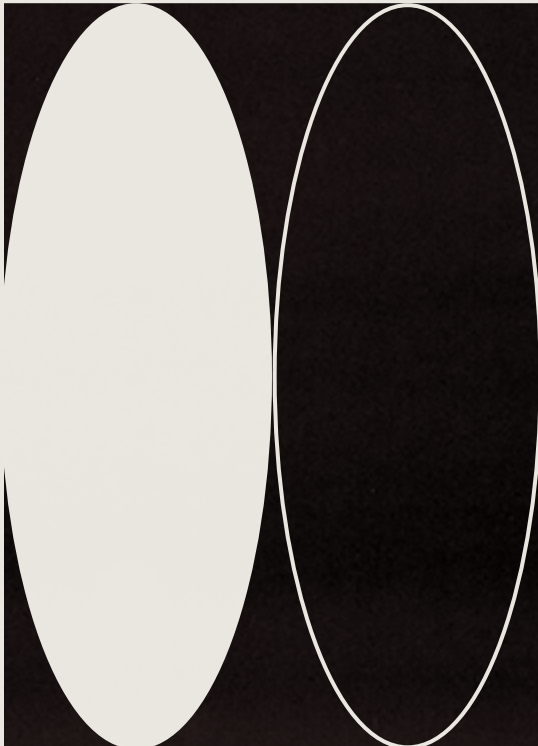
RGB Twon is one of the most influential voices in Atlanta streetwear. He's a designer who taps into his local culture but expands his scope across the world. He pulls inspiration from the most unexpected sources, and **his genius lies in his ability to translate ideas across styles, cultures, and personal tastes.** Since starting his latest endeavor, **ROYGBIV (RGB)**, and seeing success with his now-iconic RGB Freight hats, Twon has continually upended the fashion game in his image.

He's worked alongside the late **Virgil Abloh** and **Kanye West** and has had a longstanding relationship with **Cyhi the Prince**. He's worked with Future and landed his work at New York Fashion Week. A born hustler, Twon does things his own way, building each of his ventures from the ground up. **This course will teach entrepreneurs the best steps to take to establish their own brand and build it from bedroom studios to runways in New York, Paris, and Milan.**

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# Antique

# Society



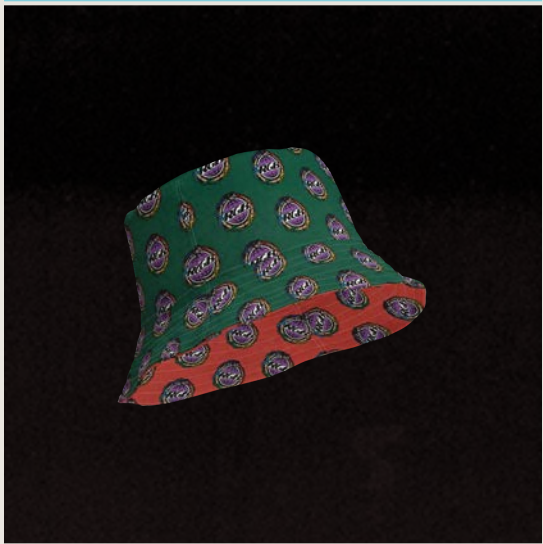
**Antique Society** was Twon's first fashion venture as an adult. Born and raised in Atlanta, Twon fashioned the company to be reflective of **exclusive and private clubs**; it was a word-of-mouth effort, and the exclusivity of the items worked for Twon on multiple levels. First, it kept his overhead low—it was a small budget exercise that he could disguise as an intentional choice. It was a brilliant move and established Twon in fashion circles as a designer to watch. The small run of items—which were inspired by the avant-garde—became in-demand items simply because they were scarcely available. Additionally, Twon brought his own flair to his items, **taking inspiration from the OutKast era of Atlanta**, where being spontaneous informed style. Twon identified that Atlanta fashion culture was moving away from this and towards a more traditional, classic hip-hop style, and as such, infused the scene with the styles he grew up idolizing.

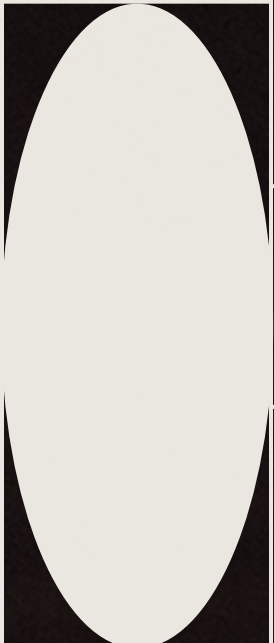


# Accessories



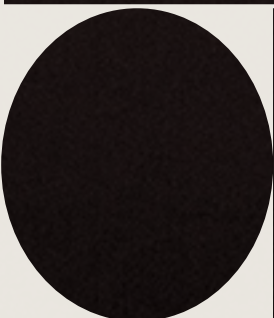
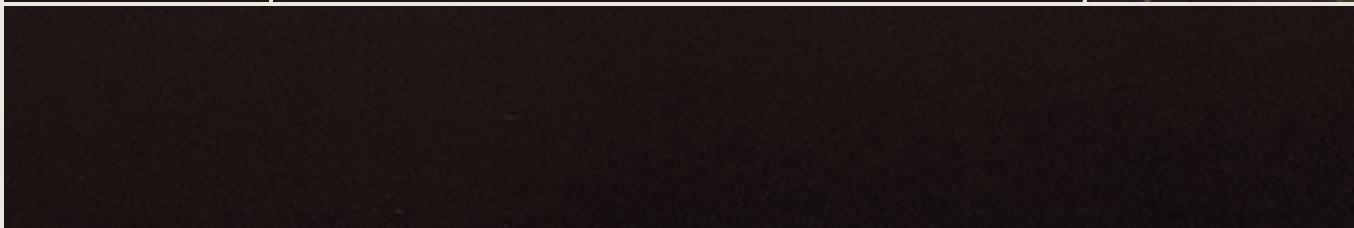
One of Twon's big priorities while getting his start was to focus on individual items, and pinpoint specific **accessories** that he could master uniquely from everyone else. This is **a way to establish the vision and ethos of your brand**, and it also takes out much of the guesswork of ordering merchandise. If you're making clothes, you may sell out of large sizes immediately, but be left with tons of smalls and mediums. It's hard to predict who will buy your clothes and as such, without data on your clientele, you're bound to waste money on sizes you don't need for inventory. Until you establish a reliable group of buyers, Twon suggests venturing into the infinite world of hats, bags, bracelets, and more. **Essentially, anything that can come in a one-size-fits-all model is a perfect item to help establish your brand and showcase your aesthetic.**





# Branding

Speaking of brands, Twon asserts that **branding** is as essential to any founder's vision as the actual clothes you sell. The necessity of **treating customers with kindness** and appreciation goes a long way. Your brand has to align with a personal vision, and if the two don't coalesce, someone will spoil the party and reveal that the two aren't in sync. **Fashion isn't far from the world of hospitality**; you are taking care of customers in exchange for money. Treat them like you would any valuable commodity, and have your branding reflect your appreciation for their commitment to you.



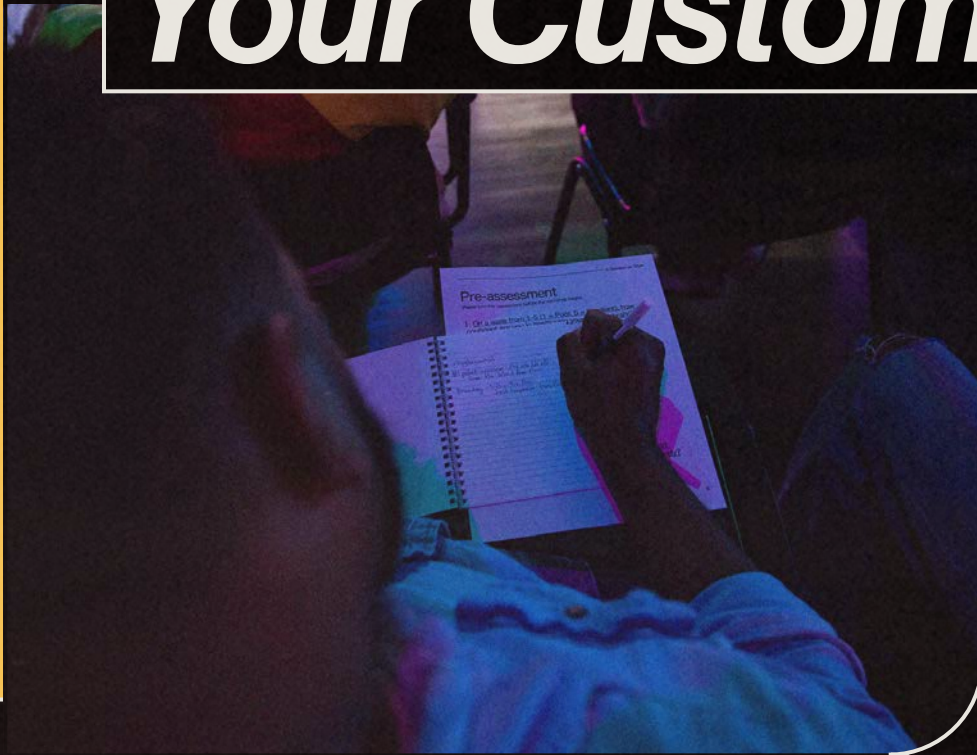
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# Get to Know

# Your Customers



Another essential part of Twon's ascent to the top of fashion's hierarchy has been his willingness to **get to know his customers**. This ties into his theory on branding but exists in its own universe entirely. Twon is an avid learner and student of fashion, and he realized early in his career that **every piece of content he consumes can be used for his own work**. Twon's avant-garde approach also ties into this idea, specifically because he operates under the thinking that **there is no color palette, no combination, and no idea off limits**. He has developed this philosophy from getting to know his buyers, who have in turn put their faith in him. Working with clients as collaborators instead of faceless buyers allows them to feel part of the process, creating a relationship where they serve as investors as much as clientele. Twon has developed his brand such that **people buy his items because they like what he does, not any particular item**.

# Do Your Research

Twon also emphasizes the importance of **doing your research**. As he says, "If you go back in history and just look at what people were wearing, what was popular, you can predict nine times out of 10 what's about to happen next in fashion." This insight has made him not only a popular designer of the moment, but a thought leader that helps shape its future. He is an essential guiding light for the next generation of fashion creatives, in part because he can tap into the zeitgeist, but also because he has the cultural cachet to help push trends he's interested in. That all comes from his ability to do his research and synthesize these ideas into digestible items. "**Research is what's going to give you everything,**" added Twon.

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# Turn to Memories

The concept of **turning to memories** has also played a crucial role in Twon's development as an artist. He is fueled by nostalgia, but not the saccharine and cheap play for retro looks that so many brands tap into. Twon uses his childhood and the inspirations of his youth to create a dialogue with the past to inspire the future. He refers to it as a **mind mood board**, **picking morsels and ideas from different eras to create something entirely new**. Nothing is off-limits in terms of where you find inspiration, and Twon likes to use the haziness of memories—the imprecise recall of childhood joy—to inspire his creations.

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# Find Your

# Reason



Before one finds success in the fashion industry, you have to **find your reason**. Why do you have to make clothes? Plenty of people want to make clothes, but you have to stand out. There has to be an extra drive. What is that reason? As Twon says, "I don't want to make clothes just to make clothes. That's not what I'm here for. **It's to not only inspire but also to bring a certain joy.**" Twon gets joy from watching people enjoy his creations. It makes the world a better place. **What's your why?**

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# Take Care of Yourself



In a stressful, dog-eat-dog industry such as the fashion world, it's imperative to **take care of yourself**. Check-in with yourself on a regular basis, take days off when they're needed. When your creative energies are fully exhausted, trying to keep grinding only wastes more energy. **Twon recommends meditating**. If it doesn't stick at first, keep trying. Creativity is all about expressing your inner thoughts to the world, and **it's impossible to do so if you're not operating with a clear mind**.





**A SESSION  
ON STYLE**  
RGB TWON