



By Tammy Duffy

Fashion Designer, NAMM has his debut show at NY Fashion week, Feb 2014



NAMM Clothing, (New Age Money Maker) fashion creator, Ron Wallace, was born and raised in Brooklyn, NY. He is the son of a fashion designer from Guyana.

Fashion was not Wallace's first thought in his career path. Wallace attended college, studying Graphic arts. During his first semester in school his professor said to him, "That is a great logo you have designed you should do something with it." The following semester, Wallace got the same professor for another class. The professor asked him, "Did you do anything with that logo?" Wallace said, "No, I have not." His professor went on to say to him, "Well, if you do not do something with this logo I am not going to pass you this semester." That professor lit the fire for Wallace and NAMM was born. Wallace is a dream chaser. He believes that his generation is more open to entrepreneurship. They will not take no for an answer.

Before starting NAMM Clothing, Wallace did his homework. Wallace reviewed his father's designs from the past, learned about fabrics. Wallace also found a group in NYC called, Manufacture NY. MNY is a fashion incubator located in NYC and Brooklyn. He signed up to become a part of this community. MNY provides emerging designers with the resources, skills and guidance to launch their own brands. (This season in NYC MNY produced fashion shows in the venue entitled, LAUNCH NYC.) According to Wallace, they are providing real life experiences that one would never get in a structured fashion school curriculum. Wallace goes

on to mention that it also cost a lot less for students to go through MNY training than attending a traditional fashion school. All of the products produced by the designers that are a part of MNY are made in NYC and Brooklyn, NY. Wallace went on to create his first line of t-shirts. His first line of shirts sold out in three weeks (30 shirts) at Get Set NYC, which is an online store based out off Brooklyn, NY. Early on Wallace tried utilizing an overseas manufacturer, only to have his samples come back demonstrating poor quality and nothing that resembles his original designs. He then transitioned to a manufacturer in Brooklyn, NY.

NAMM was given a gift in Feb 2014 during NY fashion week, they did not have to pay for their presentation at Launch NYC this season. However, it did cost NAMM \$4,000 to make the 8 looks he presented. The name of NAMM's first collection is Yi. Yi, is Chinese for the number one. Wallace believes everyone should always strive to be #1; being #2 is not acceptable in Wallace's eyes. The models Wallace used in his show were his customers. Real wearers of NAMM fashion designs.

Currently pricing is not available for Yi. NAMM Clothing is working through establishing pricing for the looks shown at Launch NYC this season.

NAMM Clothing's sportswear is created with organic cottons, shiny poly fleece and suede. NAMM's next plans are to show during a future Paris Fashion week and develop a line that is inspired by fashion designer Gianni Versace.

THE COMPANY ...

Ron Wallace serves as a hands on CEO at NAMM Clothing. In 2011, Wallace formally began his company. He has a team of 7 employees who range in age, the youngest being 19. Ron Wallace is 22 years old.



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