

Me:

What made you go into clothing market?

Jamal:

I'm not even sure it's about clothing. It is more so about creating...but there was something that drew me into wanting to create a clothing line which I feel very comfortable about; and that is style. N I N T H & L U X (IXLX) as a brand is more style-focused than fashion-focused. And I feel that style with clothing allows us to tell a story sometimes without even saying a word. I can recall going into a major department store and seeing popular brands losing their story because the brand was overly-hyped. It was clearly reflected with the thoughtless design-style that was being produced; and now some of those brands are no longer around. That is not what we want for N I N T H & L U X.

Me:

Who is your main target market? (Who would you most like to see wearing your clothes?)

Jamal:

N I N T H & L U X is a brand that is made for anybody, but it's definitely not a brand for everybody. We feel the people that gravitate toward N I N T H & L U X will be a reflection of what the brand radiates. Those people are versatile, urbane, fearless, and seekers of truth...we've adopted the term well-bred to describe those persons along with the brand. So, the answer would have to be "The Well-bred".

Me:

What is your inspiration for the clothing line?

Jamal:

The inspiration for N I N T H & L U X comes mainly from our foundation. Faith, Art, Music, Life, Cultures, and New Orleans are deeply seeded in our direction. But we are truly inspired by the thought of building a brand not originated from New York or Los Angeles that will get people excited; excited about the quality, the feel, the design, the approach, and the strength in the name on the label.

Me:

What are your ultimate goals for the company?

Jamal:

The ultimate goals are for us to create and impact. We want to leave our footprint on this Earth and in this world of creative lifestyle brands. Growing into a label that is a part of conversations on multiple continents would be a dream come true, but we are focused on building slow and steady. As a brand N I N T H & L U X understands what appearance can do for the soul of an individual. We just want to contribute to the growth and progression of this world and the stylish people that live in it.