

#MoreThanClothing Campaign Seeks to Empower Under- supported Organizations and Businesses through Fashion

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— On July 8th, a new GoFundMe campaign launched for a trademark-pending apparel company that seeks to market revolutionary and thought provoking products designed to encourage people to support grass-roots organizations,

independent education, and cultural movements.

Noticing a lack of clothing brands that specifically benefit oppressed and marginalized people of color, founder Albert Phillips decided to create his own. He began with a few simple designs that he sold locally and through an online business he managed. The shirts sold quickly and drew tons of positive feedback from customers and onlookers. Attempting to meet the growing demand and test more designs, Phillips turned to Teespring.com, a crowdfunding website for clothing. Many of the designs reached their printing goal, which gave him the idea to launch a full-fledged company.

“Most of the brands I see people wearing don’t support efforts in communities I come from,” says Phillips. I have never seen Louis Vuitton or Michael Kors in my community. Their stores aren’t even in urban communities,” said

Phillips. “Those people support their dreams and ideals through fashion, so I figured I could do the same with my brand.”

Phillips has already discussed aspects of the business with local designers, printers, and boutique owners, now he’s reaching out to the larger community to support the campaign. Through crowdfunding, he hopes to raise at least \$3500 to begin the company.

“Most online companies like this seek out at least \$5,000, but I estimate that I can get started with a little less,” says Phillips. “I have read books, watched tutorials, and done plenty of other research to try and get prepared. Now, I want to go all in with it.”

Having already raised \$765 from 19 backers in the GoFundMe community. Albert’s dream of creating a community-centered, apparel company is transitioning from an idea to a tangible enterprise. Under the name #MoreThanClothing, Phillips will be raising funds until September 8, 2014. For more information and to support, visit the project page at www.MoreThanClothing.com

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