



Display of Power: How FUBU Changed a World of Fashion, Branding and Lifestyle

By Daymond John



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With worldwide distribution, the FUBU brand is an international symbol of empowerment and success, standing as a blueprint for young business people looking to chart their own course.

In *Display of Power: How FUBU Changed a World of Fashion, Branding and Lifestyle*, Daymond John (Founder and CEO) gets to the heart of his unlikely run to the top of the fashion world, and shines compelling light on what it takes to succeed—from the dizzying street corners of his old neighborhood to the dazzling corner offices of corporate America—and what it takes to harness and display the power that resides in us all.

"Daymond John is a driven, visionary leader who is not afraid to take risks. This brief glimpse into his life and mind is also a look at the new generation of CEOs. If you want to own your own business, or if you're a veteran executive who wants to know the mindset of this changing world, Daymond walks you through in *Display of Power*. A must read." -**Russell Simmons**, Media Mogul

"Daymond John brings his signature style to the world of books, and *Display of Power* is a must-read for anyone wondering how a kid from Hollis, Queens could climb to the very top rungs of the fashion industry." -**Montel Williams**, TV Talk Show Host

"This book details the amazing story of how FUBU inspired a new generation of entrepreneurs. The brand's success reaches across the globe to more than 60 countries. In Korea, FUBU is the #1 sports casual brand with over 70 stores. Daymond John's story is an inspiration to businessmen and women worldwide." -**Soo Kee Lee Sr.**, Managing Director, Samsung Corporation

"*Display of Power* is a remarkable read for all. Daymond John's story is more than how the fashion world was turned inside out by FUBU. It's a lesson on how to overcome obstacles in life and how to unleash your latent talents to make your dreams come true. It's also a very valuable tool for the business world—from start-up companies finding their way, to large companies where policies and politics

can often smother the entrepreneurial spirit. And finally, it's a story of how the crucible of life experiences formed the pathway for John to create the exceptional lifestyle brand we know as FUBU!" -**Don Franceschini**, Vice Chairman [Ret.], Sara Lee Corporation

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Editorial Review

From Publishers Weekly

John, the founder and CEO of fashion label FUBU, presents the inspiring story of his life, from his upbringing as a poor black youth to his rise as a fashion juggernaut, recently ranked #15 in men's magazine *Details*' "50 Most Influential Men," and presented a *Crain's Business* "Top Forty Under Forty Award." Born into a broken home in Queens, New York, John grew up hustling for money. Always interested in hip-hop and the latest fashion, John got his break selling "urban clothes" at hip hop tours, introducing New York style and trends to the rest of the country. Soon, John went private, creating his own brand name, FUBU—originally BUFU, By Us For Us, until the name got switched around—that would soon become as much an icon of hip-hop as the stars he sought to emulate. An inspirational tale for any reader, John specifically reaches out to aspiring black entrepreneurs, showing them how they too can achieve their goals. Business advice is speckled throughout the text, drawn from such disparate places as the kitchen of Red Lobster (demonstrating the importance of small increments in pricing) to the top of Trump Towers (the importance of branding). Informative and well-written, and less self-congratulatory than its title would suggest, this is a worthwhile read for aspiring businessmen, fashionistas and laymen alike.

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Review

"Daymond John is a driven, visionary leader who is not afraid to take risks. This brief glimpse into his life and mind is also a look at the new generation of CEOs. If you want to own your own business, or if you're a veteran executive who wants to know the mindset of this changing world, Daymond walks you through in *Display of Power*. A must read." -Russell Simmons "This book details the amazing story of how FUBU inspired a new generation of entrepreneurs. The brand's success reaches across the globe to more than 60 countries. In Korea, FUBU is the #1 sports casual brand with over 70 stores. Daymond John's story is an inspiration to businessmen and women worldwide." -Soo Kee Lee Sr., Managing Director, Samsung Corporation

About the Author

Daymond John is the Founder and CEO of FUBU. He ranked #15 in *Details* magazine's "50 Most Influential Men," and has received many awards including the prestigious "Top Forty Under Forty Award" from *Crain's Business*.

Users Review

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Kerri Goodman:

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