

****FOR OFFICIAL RELEASE 12:00 PM EST ON THURSDAY, AUGUST 12TH, 2021****

WEAR BRIMS PARTNERS WITH INDUSTRY COLLECTIVE TO RELEASE SHORT FILM “THE NEW EXCLUSIVE” CHALLENGING THE HISTORICAL EXCLUSION OF BLACK IDENTITY IN LUXURY CREATIVE SPACES

The short film is a visual rallying call to inspire the next wave of Black and Brown creative thought leaders

The partnership embodies the priority of both brands to collaborate within and network across the creative community

NATIONWIDE (August 12th, 2021) - Luxury hat and lifestyle brand WEAR BRIMS joins Industry Collective as a sponsor of their premiere short film “The New Exclusive”. The two (2) minute short film will be released on Thursday, August 12th, 2021 online only via the webpage <http://wearetheindustry.co/the-new-exclusive> and aims to showcase how Black identity and creativity weren't historically invited to participate in or celebrated within luxury spaces, but times have changed. The words spoken over voiceover in the film “...because the world we want is already here...you just have to join it” is a manifesto to Black and Brown individuals who are currently collaborating to create their own seats, tables and spaces through lifestyle, fashion, beauty, art and more.



Photo Credit: Industry Collective

Industry Collective is a community-focused organization that works to provide access to creative opportunities for individuals who desire to produce impactful content, whether it's for a corporation or for themselves. The multi-hyphenate professional represents a growing subset of people, and the Industry Collective is their village. “The New Exclusive” was developed and executed by a group of talented creatives and Industry Collective members who had never worked together before under the program that IC has coined the Popup Residency. These

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mid-level creative professionals have worked across the advertising and entertainment industries in the ranks of companies such as Google, Netflix, Hulu, Apple, Microsoft, Hello Sunshine, Universal Pictures, 72 and Sunny, Cartwright, etc., and many used this opportunity as the first creative project to add to their portfolios where they were calling the shots. The entire pre-production process to create the short film was done virtually through many Google Meet meetings, phone calls and digital whiteboard sessions, and in its completion is a piece of work that each person can add to their creative portfolio. The group started off as strangers, but through this process have been able to build professional and personal relationships they can use as they pursue their creative passions.

In the process of looking for brands to support and feature in the short film, Industry Collective founder Tiona Langley, came across WEAR BRIMS and the conversation matured into a working partnership to enhance the impact of the short film. Both WEAR BRIMS and Industry Collective are Black-owned companies and this partnership represents each brand's priority to network across communities and promote collaboration. WEAR BRIMS has a history of successful collaborations with luxury designers and high end retailers to create timeless pieces, most notably the "Own Your Cool" collaboration with celebrity designer and stylist Iman Ramadan, and the exclusive collection for Nordstrom which includes the "Darling in Thyme" and the "44", an ode to the 44th President of the United States, Barack Obama. The progression to collaborate with Industry Collective on a creative work was inevitable, building upon WEAR BRIMS' foundational brand principle to consistently provide product designs and content that instill confidence within their consumer.



Photo Credit: Industry Collective. Tajh Crutch in WEAR BRIMS "Darling In Thyme" hat.

"We are beyond excited to be a part of such a necessary and impactful project, highlighting the next generation of luxury designers and brands. Our collective goal of promoting collaboration and community within the industry as a whole, and joining focus with other innovators, made this a perfect match."

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- Archie Clay III and Tajh Crutch, co-founders of WEAR BRIMS

“As we tell the story of the kind of collaborative community that we are building, we wanted to join forces with the next generation of diverse innovators in the entertainment, advertising and fashion spaces in particular, and WB was the perfect match.”

- Tiona Langley, founder of Industry Collective

At a little over two (2) minutes, the short film and the story behind its production touches on networking across and within your community, the exclusion of Black and diverse identity in luxury spaces, the future of Black luxury brands, the power of collaboration, the importance of capturing Black imagery and context through a Black lens, realizing your dreams and working through unrecognizable obstacles (COVID) in order to create something impactful.

[View a preview of the short film “The New Exclusive”](#)

[View photo selects from the film](#)

If sharing on social media, please continue the conversation around challenging the historical exclusion of Black identity in creative luxury spaces and supporting the new exclusive group of multifaceted Black and Brown creatives by using the below hashtags.

#weareluxury #fortheundefined #thenewexclusive

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About WEAR BRIMS

WEAR BRIMS is a luxury hat and lifestyle brand co-founded by Archie Clay III and Tajh Crutch. The brand stands on three pillars: Faith, Family and Confidence and provides stylish accessory and lifestyle products to help instill unapologetic confidence in their consumer. WEAR BRIMS has been worn by Eva Marcille, Keri Hilson, Elle Varner, Chris Paul, and DJ D Nice to name a few. The brand has also been featured by Vanity Fair, Oprah Magazine, Harlem's Fashion Row, The Birmingham Times, launched in Nordstrom as the first-ever Black-owned milliner brand and was one of the premiere brands available at Black Owned Everything, a marketplace founded by Beyonce's stylist, Zerina Akers. See more information at www.wearbrims.com and follow on social media @wearbrims.

About Industry Collective

Industry Collective exists to help creatives network better. Our goal is to propel our creative community to new levels of access through event programming, content, resources, jobs and collaboration opportunities. We thrive at the intersection of **access** and **community**. Learn about the creatives in our community and our initiatives at www.wearetheindustry.co.