

E THE CUSTOM QUEEN

BY: MELISSA STEWART

You wouldn't expect a chic to be designing a pair of sneakers, but Erica Purnell of Pink Eye Personalizations is also known as the E the Custom Queen and wants you to know that she's more than a CEO and designer. She's an artist and a visionary that's flipping her talent into the business world. "I represent hip hop the culture. I'm here to make a lasting impression, not to be a fad that is created superficially to make you like me, or the movement I represent," she says.

Brooklyn bred, E the Custom Queen created Pink Eye Personalizations in '03 as a way to offer unique wearable artwork. Spoken like a true artist, "It is our goal to be original with each design and offer our customer designs that fit them as individuals. We believe everyone has an inner expression that needs to be set free and seen to the world."

E the Custom Queen provides custom airbrush and hand-painted designs for sneakers, shoes, hats, jackets, t-shirts and even more. She also provides graphic services for silk-screen projects and specializes in unique image transfers. While providing expertise in artistic custom service, she believes that everyone is an artist in their own way. Pink Eye Personalizations is here to help you elevate the artistic person within you through fashion.

In an effort to keep the look fresh and stylish, the E Custom Queen advises you care for your kicks to prolong the life of your footwear. "We do not advise to wearing your custom products everyday. Custom work is special. The more usage on your custom product, the more likely it will fade out sooner."

"Custom work done is waterproof, but wearing products in the rain or damp weather can attract dirt and other particles to your custom piece that you may wish to avoid... We also provide retouching and cleaning services."

E the Custom Queen had the honor to team up with Adidas during the Spring of 2006 when they hit the streets of NYC to promote the Adicolor. The traditional all white Adidas shoes were used along with a set of coloured weatherproof and quick drying markers allowing her to create original looks for customers on hand. You can see them going through the boroughs of New York on streaming video of the live street event by going to their MySpace page.

"As a kid, I use to paint on my clothes all the time and draw cartoons and scribble my name all over the place. I never liked to go clothes shopping because of the repetition in fashion. It was then I wanted to make my own things. It was a way to be seen and heard without being verbal. You could feel my thoughts through my clothes," says Purnell. And she's not done. For the ladies, E the Custom Queen recognizes that women rock fly kicks just like the men do. Knowing that, she's aligned her talents and with the Female Sneaker Fiend. This network of designers recognizes you are female and you've got some crazy passion about your sneaks! You might have tons of sneakers or only a few, but you might obsess about keeping them perfectly clean, lacing them just so, or rocking what nobody else has. So for you, go to www.femalesneakerfiend.com to see what they have in store for you.

Finding E the Custom Queen won't be hard. If you're in NYC, you can find Pink Eye Personalizations in the building at Sneaker Pimps.

Visit the Official Pink Eye Personalizations website: www.igotpinkeye.com

Pink Eye Line: 646-213-9333

Email: info@igotpinkeye.com

MySpace: www.myspace.com/igotpinkeye

DID YOU CATCH IT YET?