



FASHION

With

DESIGNER TREVELL COOKS OF 5IVEHEART

WHERE DID YOUR BRAND NAME COME FROM & WHAT DOES IT MEAN?

“When I was younger me and my brother played basketball and we always wore the number 5 so that kinda stuck with me and I’ve always loved hearts so one day I brought it all together. 5iveHeart means doing whatever you want she chasing any dream/passion you have even cliché as that sounds breaking the norm not stuck in these 9-5 jobs and doing whatever you want like the world is yours only if you reach for it.”

WHAT DESIGNER INSPIRED YOU TO GET INTO FASHION?

“Blu-Boy his story is incredible he’s an independent black artist that’s breaking the rules and doing whatever he wants ! He had this motto that’s called “art is war” basically meaning it’s gonna be a war when your fighting for your name your literally fighting for your life in a way because nobody is going to believe in your dreams you have to fight and make it happen. And that really stuck with me ever since.”

IF YOU COULD COLLAB WITH ANY DESIGNER, WHO AND WHY?

“Definitely Blu-Boy! I feel like with the creative minds we have and how far into the future we look and getting our communities involved I feel like we would honestly make something crazy he’s an artist before fashion designer just like me.”

DO YOU BELIEVE LESS IS MORE IN FASHION? WHY?

“Nah, I like putting stuff in peoples faces these days I feel like everyone is comfortable and does one medium so they won’t get talked about and stuff you know?? I say fuck that break the norm and do something crazy for once following the basic fashion rules is kinda over I think we could add some spice to it.”



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WHAT ACCESSORY IS A MUST TO COMPLETE ANY LOOK?

“I would definitely say belts. It helps the look come all together and shines the most like if you’re wearing some fire hoodie and pants u gotta have a crazy belt right??? It’s a must.”

WHAT SEASON IS YOUR FAVORITE FOR FASHION?

“Fall definitely. That’s when it’s time to bring out your best designs in my opinion whether it’s some fire hoodie, shirt or jeans ! You know everybody wants to put together good fall fits so you have to come correct.”

WHAT MOTIVATES YOU MOST IN FASHION?

“Seeing how different people react to my pieces and how it connects them. Like you can bring so many people together just from one design or quote it’s honestly beautiful. I get hella motivated seeing different reactions from different pieces I put out I know I’ll always get a reaction whether it’s good or bad.”

WHAT SETS YOU APART FROM OTHER DESIGNERS?

“I think what’s sets me apart is you never know what I’ll do next. Like I don’t have a specific medium where you can go “oh 5iveheart made that”! Like you wouldn’t know because I make a bunch of things based on what I like you’ll always be in for a surprise for sure.”

WHAT IS COMING UP NEXT FOR YOUR FASHION LINE?

“I just dropped my newest collection “girl on fire” hats this past weekend then I plan on dropping a bunch of fall stuff like hoodies/beanies and sweatpants. But again my mind changes everyday so I could drop anything really”

@5IVEHEARTSTUDIOS



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