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*agency* Platinum Urban Public Relations



# Xavier Carter

Speaker, Entrepreneur, Mentor, A&R Management

Portfolio



# BIO

Xavier Carter is an astounding teacher that exemplifies greatness thru his clever examples of sharing and showing our youth how to apply themselves throughout life. Xavier graduated from Laurence D. Bell High School of Hurst, TX in May 2000. He later attended Prairie View A & M University and graduated with a Bachelor of Science in Sports Medicine in May 2004. In 2005 while pursuing his Masters degree, Xavier began working in the NFL for the Houston Texans as an Athletic Trainer. He worked in the NFL for 2 years up until he received his Master of Science in Education from Prairie View A & M University in December 2006. Teaching was always a dream career of Xaviers and he had ample determination to apply his education towards his endeavors today.

Xavier began working in the field of education as an Area Coordinator for Group Excellence in 2007 and also began teaching for Dallas Independent School District in the same year. As Area Coordinator for Group Excellence Xavier handled a plethora of job functions such as supervising over 30+ tutors and supervisors, curriculum writer for 6th-11th grade math, administrator over 3 middle and 3 high schools math department, and tutor 6th grade thru 12th grade for Texas Assessment of Knowledge and Skills Test (TAKS) for D.I.S.D high schools. He assisted math teachers in their classroom as well as teach 6th grade-12th grade TAKS math classes while working with Title 1 schools. As Area Coordinator for Group Excellence, Xavier worked with principals, teachers, and parents as well as public speaking at community events. Group Excellence is a company that partnered with Dallas Independent School District to help with better educating children and while dedicating time to GE, Xavier was promoted to teaching for DISD. In 2007, Xavier began teaching Algebra for high school level students, teaching Public Speaking and Interview Techniques as an after-school program. Still currently working in DISD as a teacher, Xavier has paved the way for many of his students and he has been the perfect example as a positive role model.

Xavier's platform of talents has been juggled throughout his lifetime and he's had the opportunity of being the Creative Director/Editor-in-Chief of Platinum Urban Magazine based in Dallas, TX beginning in November 2010. Platinum Urban Magazine is a publication that highlights fashion, lifestyle, Art & Culture from an urban perspective. While in his position as Creative Director for P.U.M, Xavier was given a great deal of credit and had the opportunity to bringing many celebrities to the front street such as Paul Wall, Fat Pimp, Lil Rony, DJ Bay Bay, Lonnie Love, Aundre Dean, Nate Jones and Kamiah Adams just to name a few. He also led the publication to being sold in Walmart stores, he directed the publications first Walmart Commercial for the magazine and helped to have the publications own advertising inside of Walmart stores. Xavier also established LEVENITY Collection LLC which is an advanced-contemporary women's ready-to-wear sportswear brand that launched in Dallas, TX in 2010 as well. Being engaged with entertainment and fashion avenues allows Xavier to show what he truly loves about both sides of his profession and that is simply working with people from all walks.



# LEVENITY

LEVENITY Collection LLC is an advanced-contemporary women's ready-to-wear sportswear brand which launched in Dallas, TX. Part of a new generation of young emerging fashion brands, LEVENITY's distinctive propensity is to gracefully bring together seemingly opposed elements through tailored architectural lines and what we like to

The brand features jackets, coats, dresses, tops, skirts and trousers made only with the finest of materials. Our mission is to promote a lifestyle brand through our line of apparel that redefines American sportswear, by creating exquisitely made garments which invites our clients to take part in our vision of luxury. We achieve this by injecting a blend of various distinct influences with dynamic ingenuity.

LeVenity has dressed some of today's most current celebs such as Cardi B, Michelle Williams, Fantasia, Erica Campbell, just to name a few.

LeVenity's recent accolades include: "2017 Designer of the Year" presented by CoSign Magazine, "2016 Designer of the Year" present by DFW Teen FW, "2015 National RAW Artist Designer of the Year", which helped fund his showcase of his Spring 2016 collection at LA Style Fashion Week. Later that year, LeVenity's was also awarded the "2015 Fashion Group International (FGI) Best of Sewing Award" winning an industrial sewing machine and the ultimate prize from FGI: "Paris American Academy Couture Award (PAACA)". Winning the "PAACA" offered him to study abroad in Paris on an all-expense paid scholarship. Learning advanced couture techniques and design conceptualization from some of haute couture's leading industry experts

Currently residing in Dallas, TX, LeVenity's team travels frequently to garner inspiration. While the LEVENITY brand is still recognizably part of American sportswear, it always has a sophisticated, worldly twist that makes it extremely special.

gettyimages  
Jamie McCarthy

[www.levenity.com](http://www.levenity.com)



# PRESS

## COSIGN MAG



### COSIGN Style: Levenity: Banking On Fashion | Issue 21

LEVENITY: BANKING ON FASHION Words By: K.G. Graham (@COSIGNKG) "I don't think I would be here if it wasn't for the people who I have in my..."

## PAPERCITY MAG

FASHION SOCIETY RESTAURANTS REAL ESTATE CULTURE ARTS HOME + DESIGN EVENTS

**C**ARDI B SHOWS APPRECIATION FOR DALLAS, AND ONE SPECIAL COAT  
Taylor Swift Love and Major Style Points—Talk About a Night in Leather  
BY NATALIE KAPPEL / 17 MAY 21, 17  
PHOTOGRAPHY: JEREMY D. LEVENITY



### SPECIAL SERIES THE NORTH



The Great Street in Texas' Newest New Restaurant Opens  
Today's New North American Restaurants Bring a Green Mission to Texas  
Dallas' Newest New Restaurant Opens

## RAW ARTIST



## HUFFINGTON POST



**The Year of Michelle Williams: Part one with Levenity**  
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"Just as figures spread out when a single particle is dropped into water, the actions of individuals can have far-reaching effects." —Doris Lessing



Michelle Williams in a black and white outfit, standing in a room. Photo by: [unreadable]

Levenity is an advanced-contemporary, sportswear brand that focuses on the forward thinking woman that loves a little edge. The pieces are very easy to integrate in any woman's existing wardrobe, and have a uniqueness that make them stand out by themselves. Venny decided to base his brand in Dallas, Texas instead of New York where he is from, because he wanted to be located in city that was still fashionable.

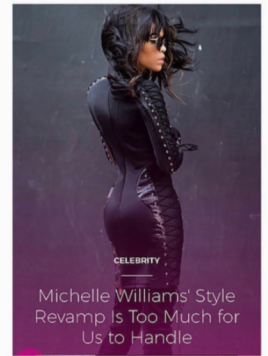
## FASHION BOMB DAILY

**FASHION BOMB**daily  
NEWS WHAT'S HOT FASHION CELEBRITY STYLE HAIR & BEAUTY FASHION BOMBS TV

15+ Haitian Designers You Should Know: Azede Jean Pierre, Stella Jeann, Kerby Jean-Raymond of Pyer Moss, and More!

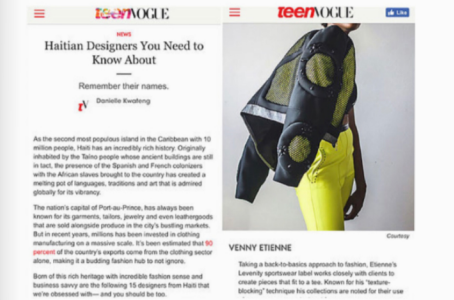


## ESSENCE



Michelle Williams' Style Revamp is Too Much for Us to Handle

## TEEN VOGUE



### Haitian Designers You Need to Know About

Remember their names.  
Daphne Kneeling

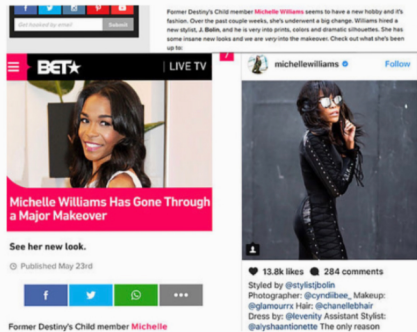
As the second most populous island in the Caribbean with 10 million people, Haiti has an incredibly rich history. Originally inhabited by the Taino people whose ancient buildings are still in tact, the presence of the Spanish and French colonizers with the African slaves brought to the country has created a melting pot of languages, traditions and art that is admired globally for its vibrancy.

The nation's capital of Port-au-Prince, has always been known for its garments, silver, jewelry and even haute couture that are sold throughout the city's bustling markets. But in recent years, Haitians have been involved in clothing manufacturing on a massive scale. It's been estimated that 80 percent of the country's exports come from the clothing sector alone, making it a leading fashion hub to not ignore.



**VENNY ETIENNE**  
Taking a back-to-basics approach to fashion, Venny's Levenity sportswear label works closely with clients to create pieces that fit to a tee. Known for his "feature-blending" technique his collections are noted for their use

## BET



### Michelle Williams Has Gone Through a Major Makeover

See her new look.

Published May 23rd

Former Destiny's Child member **Michelle Williams** seems to have a new hobby and it's fashion. Over the past couple weeks, she's undergone a big change. Williams traded a new style, a Bob, and she's now into jewelry, shoes and dramatic silhouettes. She has some new looks and we are very into the makeover. Check out what she's been up to!

## ESSENCE



Cardi B is sitting pretty in her Levenity jacket during AirbnB's New York City Experiences Launch Event in New York City City.



# P.U.P.R

Platinum Urban Public Relations

**“Specializing in accessorizing your brand!!!”**

PLATINUM URBAN PUBLIC RELATIONS IS AN A&R DEVELOPMENTAL COMPANY THAT HELPS CLIENTS SUCCESSFULLY HAVE A POSITIVE PUBLIC IMAGE BY PROMOTING INDIVIDUALS IN THE HIP HOP CULTURE, SUCH AS, MUSIC ARTIST, ACTORS, COMEDIANS, COMPANIES, AND MORE .

WE OFFER A MULTITUDE OF SERVICES TO HELP CLIENTS REACH NEW AND EXCITING HEIGHTS. WHETHER YOU ARE LOOKING TO EXPAND YOUR ADVERTISING EFFORTS, PUBLIC RELATIONS ACTIVITIES, BUSINESS DEVELOPMENT OPPORTUNITIES OR GENERAL MARKETING ENDEAVORS. WE HAVE THE TALENT, EXPERIENCE, AND RESOURCES TO MEET AND EXCEED OUR CLIENTS GOALS. OUR VALUES INCLUDE QUALITY, INTEGRITY, RESPECT AND ENTREPRENEURIAL SPIRIT. OUR MAIN GOALS ARE TO PROMOTE OUR CLIENTS MAKING THEM SEEM AS SUCCESSFUL, HONEST, IMPORTANT, EXCITING, OR RELEVANT AS POSSIBLE. OUR MISSION IS TO PROVIDE PUBLIC RELATIONS COUNSEL AND STRATEGIC COMMUNICATION SERVICES WHICH ENABLE OUR CLIENTS TO BUILD STRONG RELATIONSHIPS AND TO INFLUENCE ATTITUDES AND BEHAVIORS IN A COMPLEX WORLD. PLATINUM URBAN PUBLIC RELATIONS IS DEDICATED TO BUILDING LONG TERM, REWARDING PARTNERSHIPS THAT ADD VALUE TO OUR CLIENTS AND OUR PEOPLE.

OUR VALUES INCLUDE QUALITY, INTEGRITY, RESPECT AND ENTREPRENEURIAL SPIRIT.









# BOOKING

## *“Learning the Tools to Success as Future Entrepreneurs“*

The ins and outs to being successful are keen to knowing what it takes to get there. Xavier has the passion and skill when it comes to speaking and teaching our youth the steps to success. Through Xavier's education and experiences he thrives to teach the tools of success for the next generation of entrepreneurs.

Through his speaking he plans to reach many and he is presenting a positive example on how to be a great leader, how to follow your dreams, and be destined for greatness no matter where you are in life.

**THANK YOU FOR CONSIDERING XAVIER  
FOR YOUR NEXT SPEAKING PRESENTATION.**



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