Below please find a resource center for brands in their earliest phases. This resource was born as I was working to summarize answers to all my most frequently asked questions. The goal of this resource is to uplift more than a few. I will continue to open doors for those that come from the fringe and help them be awarded opportunities usually left for the center.

This continued commitment is supported by the "Post-Modern" Scholarship foundation, with its mission statement being to supply black students an education in fashion via fundraising and mentorship in partnership with the Fashion Scholarship Foundation.

Virgil Abloh™

FROM A - Z
(TABLE OF CONTENTS)

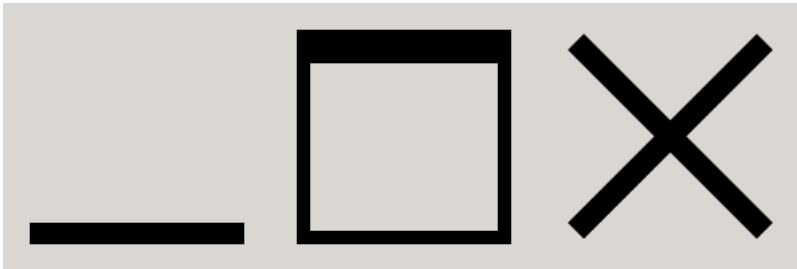go to canary---yellow Virgil Abloh™ archive website

"POST-MODERN"

TUITION SUPPORT FOR BLACK STUDENTS
FASHION SCHOLARSHIP FUND CALLED

Virgil Abloh™
"POST-MODERN"
SCHOLARSHIP FUND

go to POSTMODERN✨

"FREE GAME"

0:01 / 2:29

INTRODUCTION
An introduction and an attempt to provide a mass form of mentorship to give information and access to black POC and to all those that are interested - Giving all the ability to consider a step-by-step guide to building their brand based on my past experience.

HOW TO MAKE A BRAND

as part of Virgil Abloh™ "community service" and "post-modern" mentoring initiative programs.

1

HOW TO NAME YOUR BRAND

For me, the brand or entity name has been the most important part of my logic. Your brand name should be an endless reference point to why your brand exists. Also, editors note; don't be afraid to stop and start a new brand name out of nowhere. As they also say, if it's broke, fix it. New ideas come all the time; I often see people too precious with old ideas.

Your brand's name is the most powerful asset that you can have. How does one come to the final choice for their brand name? Using this video, see the multiple steps that you, as a founder, can do to assess and create a brand name that will stand out.
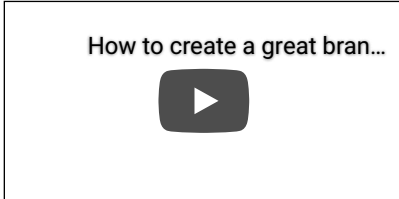
How to create a great brand name | Jonathan Bell
TED Archive
Ever wondered why companies like Apple, Uber, and Airbnb are so easily identified in a sea of advertising? Jonathan Bell gives step-by-step advice on how to create a lasting brand name.
TEDArchive presents previously unpublished talks from TED conferences.
Enjoy this unedited talk by Jonathan Bell.
Filmed at TEDUniversity in 2016.

HOW TO OBTAIN A TRADEMARK

From creating a brand to producing content for the brand, an essential factor that is often overlooked is to protect your intellectual property. Obtaining a trademark can sound confusing, but with this overview, you can initiate the process to start protecting your brand.
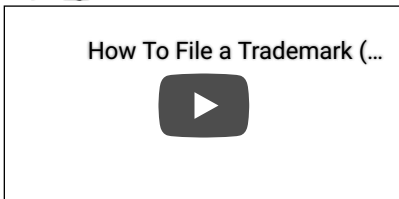
How To File a Trademark (USA) without a lawyer | USPTO Registration Process | Trademark Lawyer
In this video, Marcella Dominguez offers all the information needed on how to file a trademark application and what to expect win the process of applying for a trademark on the USPTO website

HOW TO USE ADOBE CREATIVE SUITE

In creating artwork, there are several programs you can use to accomplish this task. Adobe Creative suite brings all these programs together: Illustrator, Photoshop, Indesign, etc. This tutorial explains how to use these programs to complete your tasks step-by-step.


How to Get Started With Creative Cloud
From desktop to mobile, join Adobe Principal Evangelist Terry White for a quick on-boarding to Adobe Creative Cloud, showcasing its many offerings and best places to begin.

HOW TO MAKE A SCREEN PRINT

Many brands start off with Screen Printed Garments as their foundation to expand on. But to start, you need to understand what goes into screen printing and what machinery, materials, and techniques are needed. This video will explain how to achieve the best screen print.
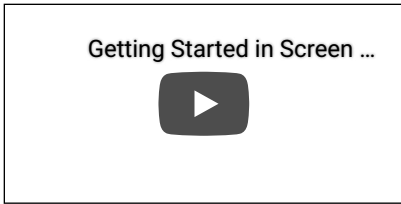
Getting Started in Screen Printing. How it Works and What You Need
Step by step tutorial on how to screen print posters. A DIY approach to exposing, registration and printing 2-color. The tools and suppply list below is everything I used and what you need to get started from scratch.

HOW TO FIND BLANKS
For Screen Printing, you will need to spend time sourcing blanks. Using this video, you will come to understand the different characteristics from blank to blank and why you choose the blank that you want to use for your product.
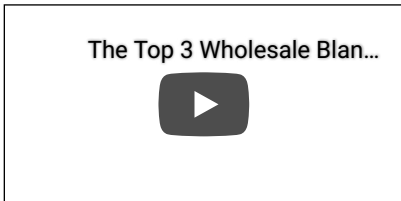
The Top 3 Wholesale Blank T-Shirts Companies. (Where To Buy Them)
3 of the best wholesale blank t-shirts companies, that will save you money and time.

HOW TO SHOOT A LOOKBOOK
Once all product has been created, the marketing material showcasing the items will need to be produced. This is where a lookbook will come into play. Using this tutorial, you will come to understand the steps necessary to execute a strong lookbook.

6

Behind the Scenes: Aïshti ...

▶

Juergen Teller on How to ...

▶

How To Film & Edit a Look...

▶

How To Film & Edit a Lookbook on Your iPhone
How To Film & Edit a Lookbook on Your iPhone. If you have a smartphone and a shameless drive, you can film and edit a Lookbook in no time

7

HOW TO MAKE A WEBSITE
When a lookbook is created, it will need to be distributed publically - To do this, a website is needed. Follow this video to create a website for your brand and your products.

7

How To Build a Website in 10 Steps with Jayla Koriyan
Learn how to build a website in just 10 steps with one of our favorite YouTube stars, Jayla Koriyan. Let your creative ideas stand out with a beautiful online presence. Make it with Squarespace.

HOW TO ADD SHOPIFY
Once your website is created and functional, you will need to link it to a system that will help consumers purchase products. Shopify will help you do this and also help you organize in the backend shipping and logistics. Use this video to obtain knowledge of how Shopify works and how you can best utilize it for your brand.
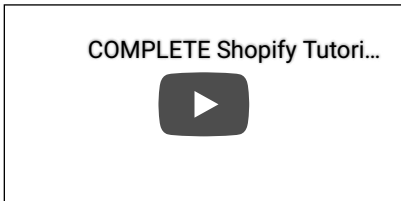
COMPLETE Shopify Tutorial For Beginners 2020 - How To Create A Profitable Shopify Store From Scratch
A step by step guide, A to Z, on how to create a profitable Shopify dropshipping store from scratch in 2019 and 2020. In this video, you will learn everything you need to know to create a successful store.
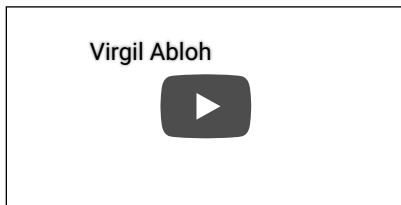

OVERARCHING LECTURES
Here is a historical archive of my lectures that can help you align with my thinking process and building of my personal brand.

9

Core Studio Public Lecture: Virgil Abloh, "Insert Complicated Title Here"
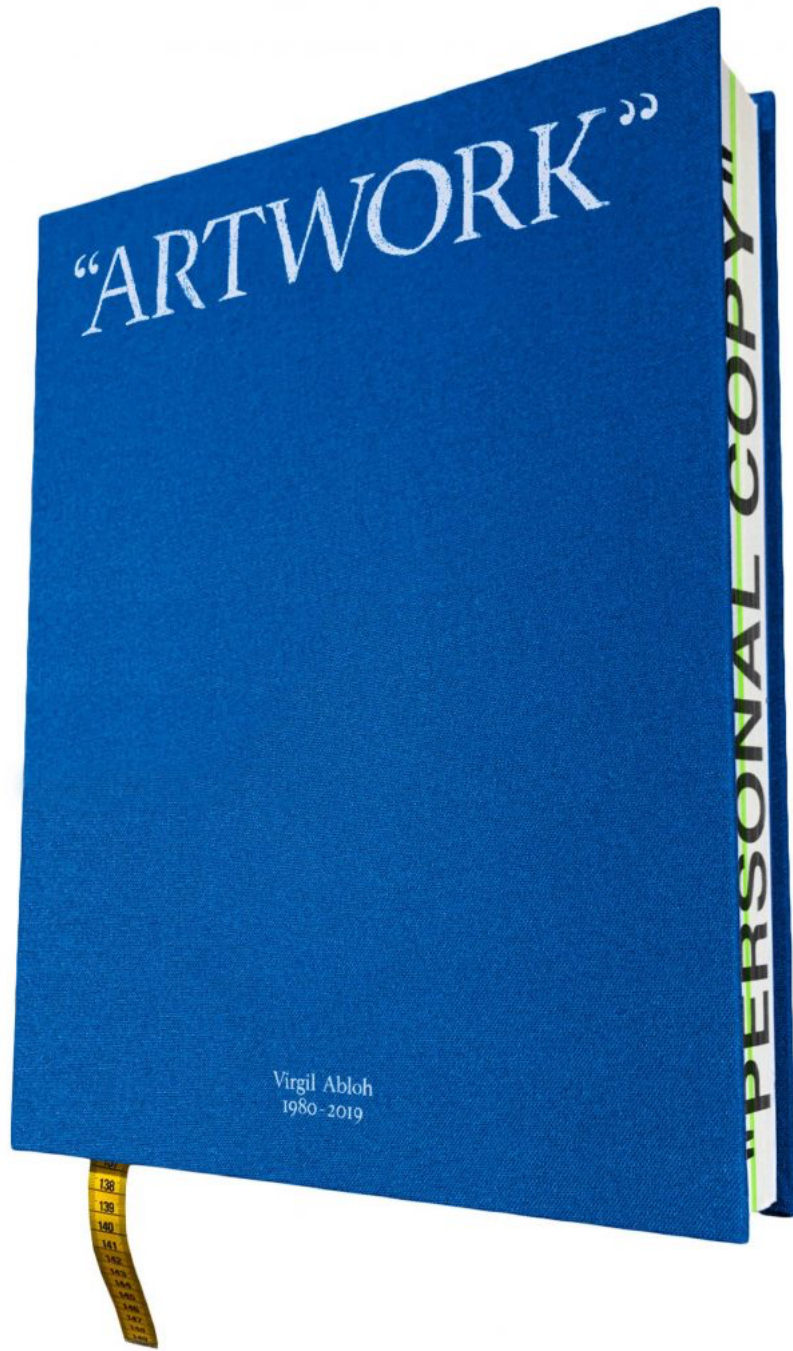Harvard University Graduate School of Design.

"Everything In Quotes"
Columbia University Graduate School of Architecture, Planning and Preservation.

10

FIGURES OF SPEECH CATALOGUE
My Figures of Speech catalog is a book filled with all my work from the beginning of my career. Follow the pages in the book to understand the trajectory of my career and my thinking process throughout the years.

10

2008–19   HARDWARE

iPhone SE (front)   iPhone SE (back)   iPhone 7 Plus (front)

1 iPhone 7 Plus (back)

iPhone 8 Plus (front)

iPhone 8 Plus (back)

iPhone X (front)

iPhone X (back)

Laptop 1 (front)

Laptop 1 (back)

Laptop 2 (front)

Laptop 2 (back)

Laptop 3 (front)

Laptop 3 (back)

Laptop 4 (front)

When I acquired all these devices, I didn't really know they would be recording my creative life. I thought of them as tools of the trade. But it's interesting to see where everything ultimately landed, on many individual devices. Much praise to Apple for making the modern blank canvas to create from. Laptop 1 is my first laptop. A Macbook Pro: I remember it like yesterday. And all these other hard drives that were bought out of necessity because of that impending doom of a laptop filling up.

2008–19   HARDWARE

Laptop 4 (back)

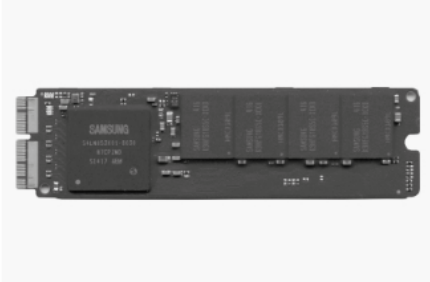Laptop 5 (front)

Laptop 5 (back)

Laptop 6 (front)

Laptop 6 (back)

Memory Stick 1 (front)

Memory Stick 1 (back)
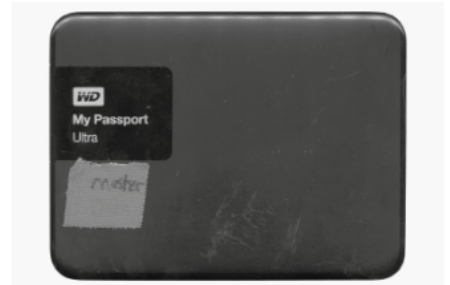

Memory Stick 2 (front)

Memory Stick 2 (back)

Hard Drive 1 (front)

Hard Drive 1 (back)

Hard Drive 2 (front)
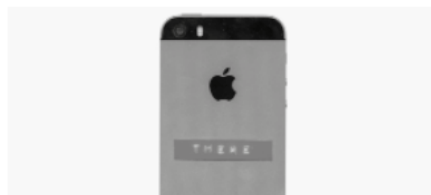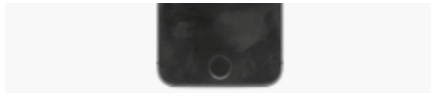

Hard Drive 2 (back)

Hard Drive 3 (front)

Hard Drive 3 (back)

BOOK LINK HERE
The Virgil Abloh: "Figures of Speech" is a published book based on my personal experiences while developing my design career. To be used as an open-source guide for others to pattern their multi-disciplinary career. This book features figuratively "10,000" hours of work and the rationale behind my personal art practice. This book was in tandem with the "Figures of Speech" exhibition curated by Michael Darling for the Museum of Contemporary Art Chicago ©2019

2008–19   HARDWARE

iPhone SE (front)

iPhone SE (back)

iPhone 7 Plus (front)

1 iPhone 7 Plus (back)

iPhone 8 Plus (front)

iPhone 8 Plus (back)

iPhone X (front)

iPhone X (back)

Laptop 1 (front)

Laptop 1 (back)

Laptop 2 (front)

Laptop 2 (back)

Laptop 3 (front)

Laptop 3 (back)

Laptop 4 (front)

When I acquired all these devices, I didn't really know they would be recording my creative life. I thought of them as tools of the trade. But it's interesting to see where everything ultimately landed, on many individual devices. Much praise to Apple for making the modern blank canvas to create from. Laptop 1 is my first laptop. A Macbook Pro: I remember it like yesterday. And all these other hard drives that were bought out of necessity because of that impending doom of a laptop filling up.

2008–19   HARDWARE

Laptop 4 (back)

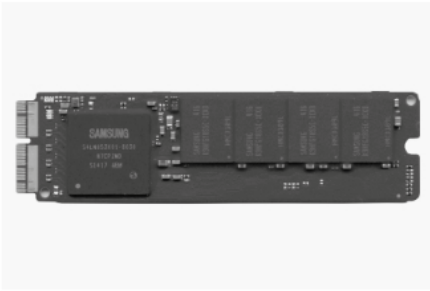Laptop 5 (front)

Laptop 5 (back)

Laptop 6 (front)

Laptop 6 (back)

Memory Stick 1 (front)

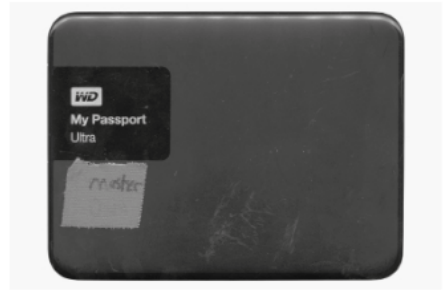Memory Stick 1 (back)

Memory Stick 2 (front)

Memory Stick 2 (back)

Hard Drive 1 (front)

Hard Drive 1 (back)

Hard Drive 2 (front)

Hard Drive 2 (back)

Hard Drive 3 (front)

Hard Drive 3 (back)

11

PERSONAL MENTORS

The videos illustrate the videos I watched as I was building my Brand. Use these to help the buildout of your brand.

11

Peter Saville: In Fashion in...
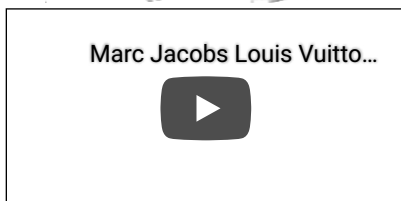
VIDEO LINK HERE

My personal mentor: Peter Saville - this video taught me millions of things

-virgil ™

12

FURTHER INSPIRATION

Moving along, here are more inspirational content to broaden your horizons and help you obtain more knowledge.

12

Marc Jacobs Louis Vuitto...

5 Minutes with Alife's Rob ...

▶

Alife's Rob Cristofaro and ...

▶

Yohji Yamamoto - Advice t...

▶

Wu Tang Rap City 2000

▶

LiL wayne live freestyle on...

▶

Rap City Freestyle Cam'ro...

▶

Dipset Camron - Rap City (...

▶

Pharrell - Rapcity Freestyle...

▶

Kanye West Rap City Free...

▶

Dice Raw, Black Thought a...

▶

BET Rap City Freestyle - Cl...

▶

GZA's Rap City Freestyle

▶

nas rap city freestyle

▶

CASSIDY RAP CITY FREES...

▶

Skepta UK's biggest ever f...

▶

Boy Better Know freestyle ...

▶

Jay-Z - RAPCITY Freestyle

▶

Doom Interview

▶

Off White™

As part of my long-standing initiative to see design, art, and culture more inclusive to young black designers and those coming from non-traditional backgrounds, I wanted to assist in providing the means for them to advance on the road to ownership of their ideas and brands. I am launching this organic platform for widespread access to information and mentorship. The exact notions and tools that I used to formulate my career open to all. For free. I will continuously be updating this page with the aim of the betterment of all-access knowledge.

Off White™