

Multi-Purposed

M O R E T H A N A M O D E L

By Madison Taylor Haynes | June 14, 2023



“Be transparent, learn who you are and what you stand for. Be fearless and make NO your best friend.”

-Keith Crosby

Keith Crosby is an exceptional creative. He beats the odds with perseverance, professionalism, and persistence to walk in his purpose.



HOW IT STARTED

August 26, 2021

Be The Cause III Breast Cancer Awareness Initiative Part II Runway for a Cure DC

Be The Cause III honors mothers and daughters affected by Breast Cancer. To launch Part II, I volunteered as a Designer for the Runway for A Cure DC fashion show. I also had the privilege of donating new designs to models to honor my Father.

In my model selection process, I noticed Keith. He stood out because I knew he would effortlessly represent the only Unisex design: Fatigued Money.





This design consists of custom shades of green that symbolize currency and camouflage synonymous with the basic division uniform, also known as “fatigues” in the army. Our Fatigued Money design salutes those in battle.

We keep in contact to date, as I have been thinking of ways to work with Keith again on future projects. On April 12, 2023, I had the pleasure of interviewing and learning more about the Multi-Purposed Keith Crosby.

Model, modeling coach, actor, vocalist, and songwriter are some of the roles that he refers to, but Keith is much more than his resume.

His background is extensive, his values dignified, and the reason for his passion is his growth and maturity through his crafts. He shared significant advice for young and upcoming entrepreneurs; “Be transparent, learn who you are and what you stand for. Be fearless and make NO your best friend.” These are powerful words from an exceptionally creative, beating the odds and improving his craft daily.

I was impressed by his self-awareness. He never lost sight of his values. Keith and I have a lot in common. We believe that the quality of a brand is just as important as the person behind it.

The entrepreneurs I partner with are knowledgeable, have exceptional credentials, and, most importantly, their character and integrity align with our vision.

Keith was a prominent part of this experience because he was the only male model I selected; he has virtuous talents, an impressionable character, kindness, patience, and expressed great gratitude. Runway for A Cure DC was an incredible opportunity for us to give back, and Keith Crosby didn't just model our brand; he represented our brand, walked for a cause, and helped us do just that.

Photo Credit: Alex Callejo Milan, Italy