



An interview with Adam Brooks, owner of Loftee Apparel Co.
Shop the brand at <http://www.LofteeApparelCo.com>

Loftee Apparel Co. is a clothing company that concentrates on always trying to keep the products fresh and at the same time appealing to all different people. In order to expand our company, they sponsor bands and artists of all genres.

When did you start Loftee Apparel Co.?

I started Loftee Apparel Co. in 2009.

What got you motivated to run a fashion company?

I actually purchased two designs from a designer for my band at the time. That was after I found out that I have a new found love for art. Unfortunately, my band could not afford to print out the 5 color designs, so I just decided, out of necessity, to start my own clothing company after I established the name Loftee.

Do you design all of the clothing & accessories?

Depending on the design or the accessory, if I feel I can pull it off, then I usually just go with my own designs. If not, I just hire one of the multiple designers I have established all over the world.

You have recently run into some tension online. Could you talk about that and tell the readers how you dealt with that situation?

Just because this business is so cut-throat, you will always have someone trying to knock you down a level. That includes people bad-mouthing you and hacking your pages/website. There really is nothing you can do but suck it up and move past it.

Also recently, you decided to abandon a well developed social media profile to develop a more interactive core of true fans. Can you talk about your motivation, experience and the results you have seen from taking this action?

I abandoned my Loftee Apparel page because there wasn't enough interaction. I started the Loftee Apparel Co. page in hopes of gaining people that would appreciate it for what it is. However, I found out it didn't change anything in the end.

I imagine the fashion industry is constantly changing. With the technology that delivers information to your customers & even processes sales changing all the time, are there any marketing decisions that you wish you could have again to make a better decision?

I wish I would have attended a business school to learn some of the ins and outs of business instead of having to learn it all the hard way, by myself. I would have waited until I had more people behind me to build a stronger business.

You posted earlier this year that you would be focused on releasing accessories more than graphic tees. Was this shift and development of accessories a way to differentiate your brand from other independent clothing companies or was there a change in interest or market that prompted your decision?

There was a change in both interest and market. I hoped I could earn more profit from accessories than from graphic tees, but I found out in the end, that people need both accessories and graphic tees.

Could you please tell the readers about your latest line and what it entails.

My latest line is anchors and bolts. I have hats, tee shirts, watches, socks, shorts, wristbands, and even cozies. I am trying to produce as much as possible with my available funding.

What does the rest of 2013 look like for Loftee Apparel Co.?

As of now, I am still trying to maintain my online presence, and I am also trying to market Loftee Apparel Co. into as many stores as possible before the year is out.

EVERYTHING IN THE NAME OF SUPPORTING MUSIC

Aesthetic Heart Promotions Recommends

BATTEN DOWN THE HATCHES

Batten Down the Hatches is a band fueled by passion & energy. Their whole discography can be downloaded for free from their bandcamp.

<http://battendownthehatches.bandcamp.com>

<http://facebook.com/battendownthehatches>

Genre: Punk / Pop-Punk Twitter: @BDTHNJ

ROCK @YORK PRODUCTIONS

YOUR SCENE

140 FRONT ST, BINGHAMTON, NY

YORKPRODUCTIONS.COM

FRIDAY → JULY FIFTH → ACUSTIC SHOWDOWN

FREE 5-9PM

STATE FAULTS

JUST SIGNED TO NO SLEEP RECORDS

STRIKE TO SURVIVE

THURSDAY, JULY 25

BORN WITHOUT BONES (PLAYING FEST THIS YEAR)

FRIDAY, JULY 26

GIANTS AT LARGE & JULY (FROM CANADA)

TUESDAY, AUG 20

NO SLEEP RECORDS

RICK ROCK INVASION

EVERYTHING IN THE NAME OF SUPPORTING MUSIC