



# Display of Power: How FUBU Changed a World of Fashion, Branding and Lifestyle

*Daymond John*

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With worldwide distribution, the FUBU brand is an international symbol of empowerment and success, standing as a blueprint for young business people looking to chart their own course.

In *Display of Power: How FUBU Changed a World of Fashion, Branding and Lifestyle*, Daymond John (Founder and CEO) gets to the heart of his unlikely run to the top of the fashion world, and shines compelling light on what it takes to succeed—from the dizzying street corners of his old neighborhood to the dazzling corner offices of corporate America—and what it takes to harness and display the power that resides in us all.

"Daymond John is a driven, visionary leader who is not afraid to take risks. This brief glimpse into his life and mind is also a look at the new generation of CEOs. If you want to own your own business, or if you're a veteran executive who wants to know the mindset of this changing world, Daymond walks you through in *Display of Power*. A must read." -**Russell Simmons**, Media Mogul

"Daymond John brings his signature style to the world of books, and *Display of Power* is a must-read for anyone wondering how a kid from Hollis, Queens could climb to the very top rungs of the fashion industry." -**Montel Williams**, TV Talk Show Host

"This book details the amazing story of how FUBU inspired a new generation of entrepreneurs. The brand's success reaches across the globe to more than 60 countries. In Korea, FUBU is the #1 sports casual brand with over 70 stores. Daymond John's story is an inspiration to businessmen and women worldwide." -**Soo Kee Lee Sr.**, Managing Director, Samsung Corporation

"*Display of Power* is a remarkable read for all. Daymond John's story is more than how the fashion world was turned inside out by FUBU. It's a lesson on how to overcome obstacles in life and how to unleash your latent talents to make your dreams come true. It's also a very valuable tool for the business world—from start-up companies finding their way, to large companies where policies and politics can often smother the entrepreneurial spirit. And finally, it's a story of how the crucible of life experiences formed the pathway for John to create the exceptional lifestyle brand we know as FUBU!" -**Don Franceschini**, Vice Chairman [Ret.], Sara Lee Corporation

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