# **Fresh Dressed Video Trailer Video Transcript**

(Kanye West) Being fresh is more important than having money. The entire time I grew up I only wanted money so I could be fresh.

(TV Host) How do you rock?

(Man in white hat) I'm sporty fresh homes.

(TV Host) Woah Woah.

(Diddy) You wanted everybody to know that you was down with this movement.

(Unknown Person) With hip-hop fashion, we're not gonna follow the rules mentality.

(Christopher Reid) No money might have had 50 cent (inaudible).

(Unknown Person) We were fresh.

(Unknown Person) It's all about what you wear, how do you look like, how does it radiate off you?

(Unknown Person) Back in the day you got on the Lee's, Homer's, DVD tank tops, it was all part of the hip hop fashion. You did your own thing, you could paint your own design in your jean jacket.

(Pharrell Williams) Jeans that were four or five sizes too big. Everybody's pants were big.

(Unknown Person) Being fly. Being unique. Being special.

 (Unknown Person) The most important thing was sneakers.

I got a brand-new pair of sneakers every day for seven and a half year.

That's a fact.

(Unknown) Tommy Hilfiger's would show up in the hood, it was like the drug

dealer giving you a free hit.

(Unknown) I didn't even have furniture in my house man but I

had polo every where.

(Pusha T) Back in the day it was about high-end brands.

(Unknown) The first thing I was going to do was (inaudible). Louis Vitton. Gucci.

(Woman) With the explosion of hip-hop music, now we're seeing

clothes that made you proud of your ethnicity.

(Unknown) From the ghetto, for the ghetto, for the street.

(Woman) Cross colors went from zero to a hundred million dollars.

(Unknown) It was the embodiment of swagger.

(Woman) The success birthed a series of other entrepreneurs that decided we want to create our own brands.

(Unknown) It was on fire, whoever had an apparel company you got to win.

(Nas) Being in New York, all the streets were like runways for different clothing brands.

(Diddy) For Shaw and John if Ralph was doing it, we want to do it just as good or even better.

(Kanye West) I just had to like get my fresh up to a whole nother level.

(Diddy) In hip-hop fashion right now people are taking way more risks.

(Woman) I can be whoever I want to be.

(Pharell Williams) You feel free, then you're gonna dress like you're free. And that's what freedom is, to be yourself.

(Pusha T) When you are fresh and people notice, when you right here know it, you feel like Superman.