

# KARL KANI

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The Originator

A film by Sue Vannasing  
Produced by Dream Cloud Production

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“

CAN I DO IT? CAN I BUILD A FASHION EMPIRE? CAN I BECOME THE 'RALPH LAUREN OF THE STREETS?

”

-KARL KANI



Kani



# EXECUTIVE SUMMARY

## OVERVIEW OF COMPANY

Dream Cloud Production is an independent motion picture production company formed in March of 2015 by Sue Vannasing with the purpose of creating films and television programs to tell real stories to promote awareness about minorities and their triumphs.

## THE PROJECT

The Karl Kani: The Originator documentary is a micro-budget motion picture with a budget of \$250,000. The film is a documentary chronicling the career of International Fashion Designer, Karl Kani as he personally walks us through how he paved the way for many African American Designers fusing hip-hop music and fashion while building an empire. The team behind the Karl Kani: The Originator documentary plans to share the Kani Story using archive footage and interviews with friends of the brand.

# EXECUTIVE SUMMARY

## THE STRATEGY

With a keen focus on building an audience prior to festivals, Dream Cloud Production will be seeking funding for the Karl Kani: The Originator documentary through a mix of investors and private donors. We will utilize production videos, pictures, behind the scenes clips, interviews, live on-set streaming and other additional on set materials to launch our #KarlKaniFilm campaign. This is in the goal of building an active audience ahead of our film festival run. At festivals, we will pursue the distribution deal or co-production agreement for the Karl Kani: The Originator documentary that best serves the project and our investors which includes theatrical, digital, and TV.

## INVESTMENT OPPORTUNITY

The Dream Cloud Production company seeks investment capital to fund the creation of the documentary film, the Karl Kani: The Originator. We will submit the completed film to all of the prestigious film festivals throughout the world to gain a pedigree and momentum that will aid in the investment return going forward. A successful festival run as well as our innovative social media marketing campaign will elevate the films status to catapult ourselves in all potential distribution deals going forward.

# DOCUMENTARY DREAM TEAM



**SUE VANNASING**

Director | Producer

Sue Vannasing is a film and television director and producer. She relocated to Los Angeles in June 2007 from the Bay Area after being offered a position as the producer of "LA XLarge" a lifestyle entertainment television program which aired on KJLA in Southern California.

Her background in designs and layouts, helped inspire Sue to bring her productions to life visually beyond the role of a producer to directing these projects. She started the Dream Cloud Production Company, in March of 2015, a boutique production house focusing on producing projects which shares real stories about minorities.

She was excited about her pairing with COOL Productions, Inc. as the director of their "I Wanna COOL Career" educational series and looks forward to help spread a message to our youth about COOL "Non-Traditional" Careers.

Her debut short film released in 2011 "Table Top: Vol. 1" was a Honolulu Film Award winner and Official Selection & Best Short Film Nominee at the Bel-Air Film Festival.

# DOCUMENTARY DREAM TEAM



**DARRYLL C. SCOTT**

Producer

Born and raised in Northern California, Darryll C. Scott was always fascinated by the art of filmmaking. An astute fan of both those in front and behind the camera, he began his career in entertainment as a dancer.

In 2008, Darryll co-founded his production company Inner-Thought Productions with business partner Alecc Bracero, their mission to make quality films that both stimulate the mind and entertain. Darryll's forte in acting/producing combined with Alecc's writing/directing skills has proved to make the duo a dynamic force in independent film. To date (2011), they have produced a number of short films and music videos, and are in pre-production for their first feature *Delayed* (2012).

In his spare time, Darryll enjoys working out, playing the guitar and living life to its fullest. He resides in Los Angeles where he continues to pursue his flourishing acting/producing career.

# DOCUMENTARY DREAM TEAM



**LUC-RICHARD (L.R.) ELIE**

Producer | Photographer

Originally from Brooklyn, New York, Luc-Richard Elie moved to Los Angeles in 1998 where he became a stand-out Track and Field athlete at West LA College, while also serving as an Army Reservist. Just prior to transferring schools on an athletic scholarship, Luc-Richard was activated and deployed by his unit in 2002 and served in Kuwait for OEF/OIF.

Upon his return, Luc-Richard worked several jobs in the Entertainment Industry from an On-Air Jock to record label promotion and event marketing. Looking for change of pace, Luc-Richard enrolled in the New York Film Academy in January 2013 to pursue Photography.

Immediately after graduating NYFA, Luc-Richard Elie began assisting full time for several Commercial Advertising and Editorial photographers while also interning at Sync Photo Rental. Six months later he opened his own Film and Photo Rental Studio called Concrete Studios LA in the Downtown Arts District. That same year, he was invited by the ASMP (American Society of Media Photographers) to be a guest speaker at their annual Photo Assistant Workshop. When not running his studio or photo assisting, Luc-Richard can be found shooting portraits and lifestyle photography for his clients. His work has been published internationally with *Ten Magazine* in Barcelona, as well *The New York Times*, *Angeleno Magazine*, and several covers for *BackStage Magazine* featuring various celebrities.



# DOCUMENTARY DREAM TEAM



**STEVE MORENO**  
Director of Photography

Steve Moreno is known for his work on *Maravilla, la película* (2014), *Abstraction* (2013) and *Actors Anonymous: The Truth Behind the Dream* (2003).

DIRECTOR OF PHOTOGRAPHY REEL

<https://vimeo.com/163165501>

# SYNOPSIS

A documentary chronicling the career of Fashion Designer, Karl Kani as he walks us through how he started his famous brand. Karl has paved the way for many African American designers and has been dubbed 'The Originator' of Urban Fashion. Karl will share his story of how he influenced one of Hip-Hop's greatest relationships with the pairing of fashion and music. The project will explore breaking racial barriers, surviving the ordeals of entrepreneurship and becoming a role model for his peers and generations to come. The documentary will also feature a few friends and supporters of the Karl Kani brand to share their thoughts and personal stories about Karl Kani.

# THE ORIGINATOR: KARL KANI

Rising from concrete, in Brooklyn, New York, the iconic Karl Kani has been ahead of the modern trends for over 25 years, combining his love of hip-hop music and high end contemporary street style. Karl's collection offers quality pieces, with a fresh vibe to his innovative collection. Luxurious trims and fabrics, slim bottom silhouettes, and free flowing tops, have reinvented Karl's vintage collections, with new sleek, subdued and androgynous feel.

Today the Karl Kani brand has spread internationally throughout 25 countries in Europe and 13 flagship stores in Japan, including one in Harajuku, and unlike many other high-end brands Karl Kani has stayed true to his label. His passion for quality, design and craftsmanship has meant that, Kani continues to produce all his garments in the US.



# THE ORIGINATOR: KARL KANI

## MAJOR ACCOMPLISHMENTS

- Company of the Year - *Black Enterprise Magazine*
- Top 100 Richest African Americans - *People Magazine*
- Top 15 Most Definitive Sportswear Brands – *Vibe Magazine*
- Top 50 Most Influential People in Fashion – *Sportswear Magazine*
- First fashion designer to have their sneakers branded on NBA players
- First Urban designer to host a runway show at Macy's – New York
- 2002 Recipient of Urban Fashion Pioneer Award for his lifetime achievements
- First fashion designer invited to the White House to showcase their line to the President Bill Clinton & Vice President Al Gore at the Afro-Latino Summit Briefing

# FRIENDS OF KARL KANI

## SEAN COMBS– DIDDY

"You know one of the reasons why I always praise this industry is because you can be a self-taught clothing designer and still make millions or even billions of dollars! ...Karl Kani is self-taught, but a lot of people don't know that." He paid further homage to Karl Kani, who paved the way for him. Diddy stated that he celebrated the path he carved for me, this couldn't have happened without him."



## JAY-Z

"I had the Karl Kani shit on. If you looked at my clothes you could see I was out of there."



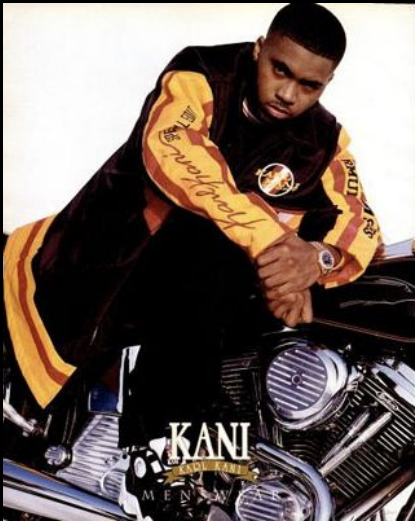
## NOTORIOUS B.I.G.

"So recognize the dick size in these Karl Kani jeans I'm in thirteens, know what I mean"



# FRIENDS OF KARL KANI

## NAS



"You far behind I rock the reptiles and steal a Karl Kani's, guard your eyes."

## BABY/BIRDMAN



"Karl Kani's clothes speak like our music does; he combines street with bling in the same way we do. Karl wants his clothing line to be where the trends are and where things are happening and that's where Cash Money is. Where things are happening big time"



## REDMAN

"I would be brief but my Karl Kani's didn't dry"

"Karl Kani down, camoflauge can't hide the sounds"



# FRIENDS OF KARL KANI

## MISSY ELLIOTT

"Now my arm close hang up, my crew is deeper than Karl Kani pockets"

## KOOL KEITH

Some try to rap with that perpetrate mobster crap Karl Kani jeans, fat stomachs in the limousines Mixtapes by wack DJ's adds doo doo play I'm on the turnpike, the city drifting down the highway

## BIG PUN

"I got the Squad over-qualified, pullin over Karl Kani Range Rover tilted, three-wheeled hydraulic slide"

## MC LYTE

"Karl Kani saggin', Timbo's draggin'"

## AZ

"You far behind I rock the reptiles and steal a Karl Kani's, guard your eyes"

## NON PHIXION

"I'd reverse the effects of physical neglect I'd want holes in front of mirrors askin, wheres my self respect? I'd want raulph lauren to get down with karl kani no rode-o drive smack in the middle of south side"

## EMINEM

"One day I was walking by with a walkman on when I caught a guy giving me an awkward eye. Till I {strangled} him off in the parking lot with his Karl Kani"

## NELLY

"And I didn't have to get my whole team just to do that In a blue hat, with a black baggy Karl Kani An iced out ring just to score on your eye"

## DAMIAN MARLEY

"Some girl in the twinkling of an eye Dem ah ready fi come pull down mi Karl Kani"

# KARL KANI: MUSIC & FASHION



*Karl Kani* DR. DRE



TUPAC SHAKUR



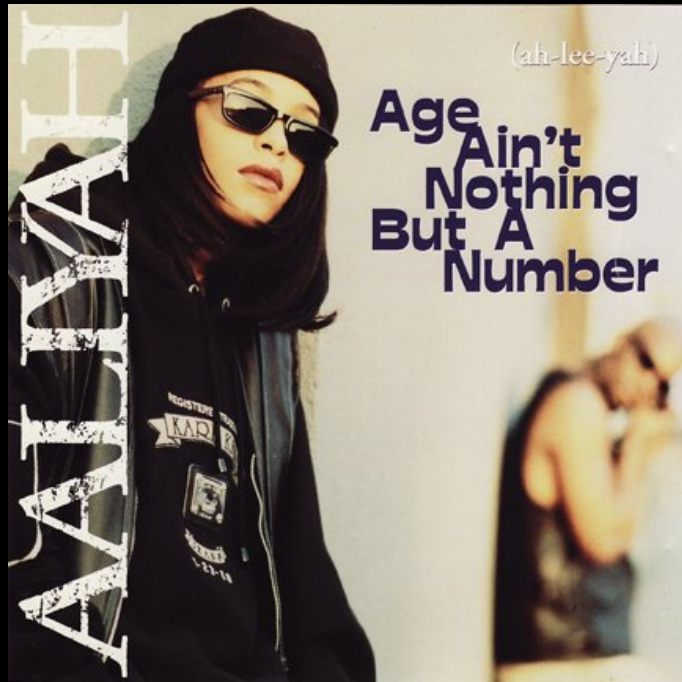
TRISTIAN "MACK" WILDS



FABOLOUS



# KARL KANI: MUSIC & FASHION



AALIYAH



CHRIS BROWN



THREE 6 MAFIA

# KARL KANI: MUSIC & FASHION



RIHANNA



SEAN COMBS - DIDDY



WAKA FLOCKA FLAME

# LOCATION

- Los Angeles
- New York City
- Europe/Germany
- Japan



# THE STRATEGY

The goal of Dream Cloud Production's strategy with the documentary film, Karl Kani: The Originator, is to provide an inspiring visual journey that tells the story of hip-hop fashion's iconic Originator. The film documents the over 25 years of the internationally recognized brand, tells the story of Karl Kani's life, and explores larger themes affecting the fashion business today. To maximize the profits for everyone involved, we want to tell this story on a micro-budget while still retaining professional quality. So we will reach out to celebrities in music, sports and fashion that support the Kani brand for interviews, and use the resources of our filmmakers to boost the production value.

To reduce cost and delays in filming for the interview we will meet each person at their location. We have access to the highest of quality in digital cinema cameras (GH4, 5D Markiii) that will be secured for an incredible discount. One thing we are sure of is that with these resources, even at \$250k, The Karl Kani Documentary will easily look like a \$1 million film.

With these resources obtained it gives us the ability to incorporate the funding of a small multimedia marketing campaign called the #KarlKaniFilm Campaign.

## #KARLKANIFILMCAMPAIGN

The Karl Kani: The Originator documentary will utilize production videos, pictures, behind the scenes clips, email marketing, interviews, live on-set streaming, (through Snapchat and/or Facebook Live) and other additional on set materials to launch our #KarlKaniFilm campaign. This is in the goal of building an active online audience ahead of our film festival run. At festivals, we will pursue the distribution deal for The Karl Kani: The Originator documentary that best serves the project and our investors which includes theatrical, digital, and TV. A successful campaign means we are not going into distribution talks with just a good movie, but a movement.

# THE MARKET

Currently, the lack of diversity in fashion and film is an important topic. There are several challenges for people of color to breakdown barriers. Usually the lack of finding a Role Model or blueprint for starting a business as a minority are few and far between.

The Karl Kani: The Originator documentary will make a small step in the right direction with Karl sharing his story about how he started a globally recognized urban fashion brand that has celebrated over 25 years of success. The #KarlKaniFilm Campaign will highlight and lead this discussion.

The main demographic for The Karl Kani: The Originator documentary are Minorities (Black/Asian/European) in the 19-35 age range. This demographic is the driving force behind any major box office films. Not only will this demographic find it refreshing to see a man of color become the first successful urban fashion designer, this audience is highly receptive towards hip-hop culture and its fashion, such as in The Karl Kani: The Originator documentary.

## COMPARABLES

Below are the US & International grosses for a selection of films that we find to be comparable to The Karl Kani: The Originator documentary because of their content, subject matter, genre, budget level, and/ or target audience. No assurances can be made that we will match or exceed these figures, but the returns for these films are an optimistic guidepost for investors interested in the project.

- FRESHED DRESSED// BUDGET: -- // DISTRIBUTOR: Samuel Goldwyn Films // GROSS: \$5K (International Sales only)
- VALENTINO: THE LAST EMPEROR// BUDGET: \$500K // DISTRIBUTOR: Truly Indie/HBO // GROSS: \$1.8M
- THE SEPTEMBER ISSUE// BUDGET: \$1M// DISTRIBUTOR: A&E Indy/Roadside Attractions // GROSS: \$6.4M (Worldwide)

# INVESTMENT OPPORTUNITY

We are currently seeking the \$250k budget, for the creation of the documentary film. Many micro-budget films don't have much marketing tied to their budgets because it wouldn't be feasible. Because we have access to archive footage owned by Mr. Kani and have free locations through our various resources, we have found way in which to fund a social media marketing campaign within the \$250k budget. This ensures that we will go into film festivals with a hungry audience built through the #KarlKaniFilm campaign ready to see The Karl Kani documentary on a larger scale.

## THE RETURN

Investor's return will be generated from the gross receipts of any distribution deal obtained by any means.

# PRODUCTION BUDGET

Above the Line

\$100,000\*

Below the Line

\$150,000\*

Total

\$250,000\*

*\*For itemized breakdown of Above the Line and Below the Line figures please refer to the Production Budget (Addendum 1)*


# PRODUCTION SCHEDULE

## TIMELINE

<b>MONTHS</b>	<b>SUMMER 2016</b>	<b>FALL 2016</b>	<b>WINTER 2016</b>	<b>SPRING 2017</b>
<b>Pre-Production</b>				
<b>Production</b>				
<b>Post-Production</b>				

- Karl Kani: The Originator documentary will be promoted throughout the film festival circuit seeking traditional distribution or a co-production agreement with a focus on Digital, TV and/or theatrical release. This can happen at any time but we will hold out for the deal that is in all of our best interests.
- We aim to secure the ideal distribution deal before Fall 2017. Investment returns can begin as early as Second Quarter 2017.





Karl Kani: The Originator documentary is an inspiring story that has the potential to change the way you look at the urban fashion business, spark conversation, all while entertaining people with behind the scenes stories of the grind and the glamour.

We know that with proper funding, planning and innovative marketing, this documentary can truly be a force to be reckoned with in the independent film world and insightful to watch for the audience.

We have the team. We are ready to go.

The budget is available upon request. We look forward to hearing from you.

### CONTACT

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