

DON DIVA INTERVIEW / PELLE PELLE

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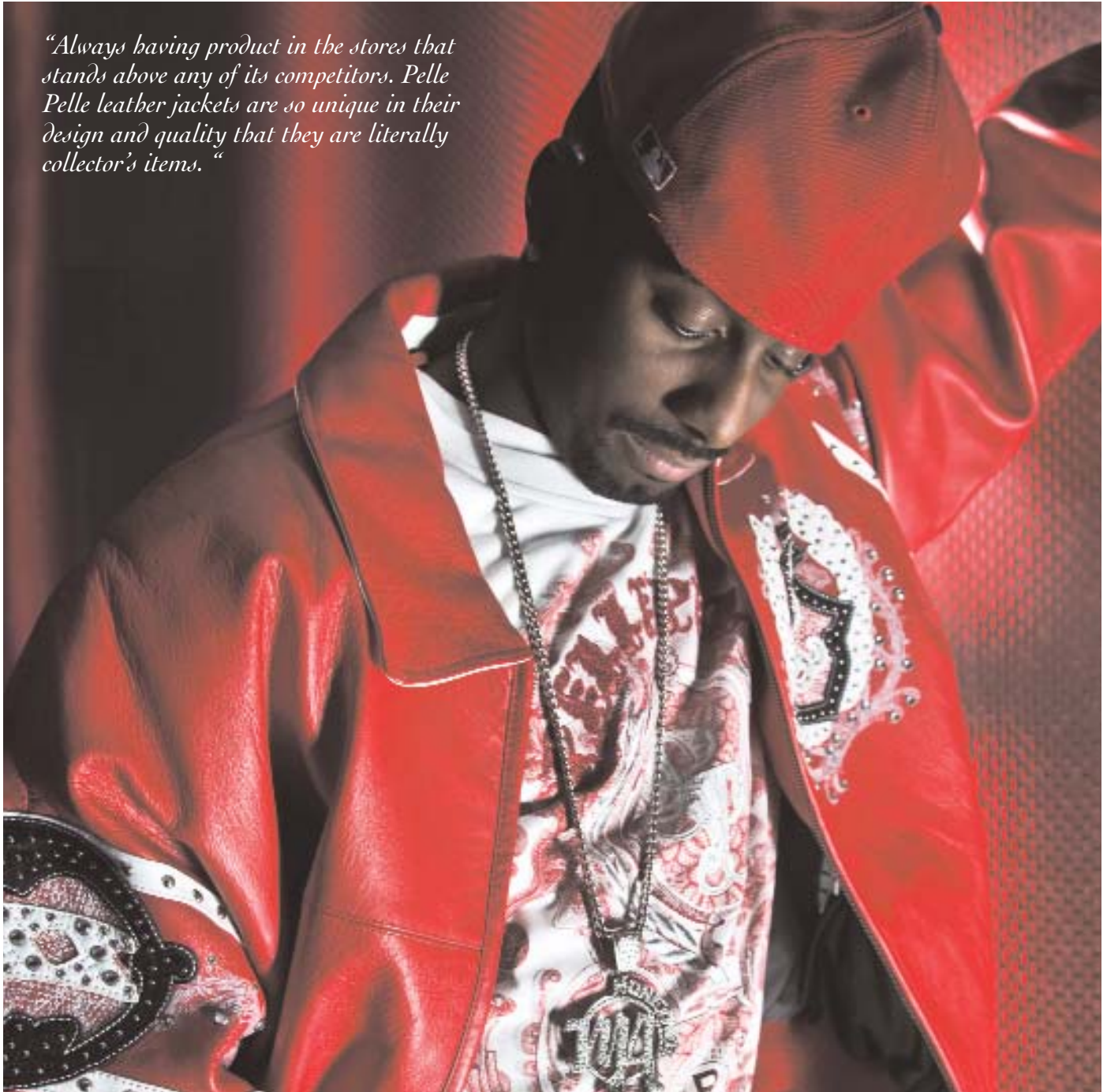
Photography: Matthew Furman

Don Diva get's the 411, from Pelle Pelle's Marketing Director: John Green, on the brand of Pelle Pelle.

MARC BUCHANAN stepped out on faith to deliver one of the most creative line of leather jackets known to us as Pelle Pelle. Through great persistence he has preserved his dream regardless of the obstacles and challenges he faced. Thirty-five years later, the Pelle Pelle brand has grown to great measures capturing audiences from the street's to corporate America. In this ever-changing world of fashion that is can be over saturated and redundant Marc has managed to keep Pelle Pelle innovative and a stand out in the world of fashion. Recently, Pelle Pelle has expanded their brand to include a new line of denim and accessories. With European influences, mild hip-hop themes and great business ethics, the sky has no limits for Pelle Pelle



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DD-Stevo: How was Pelle Pelle started?

JG: Pelle Pelle was started in 1978 with a vision of Marc Buchanan’s. Marc with his apparel and artistic background felt there was a unique opportunity to develop an apparel line that appealed to a customer that had a higher taste level than any product that was on the market at the time. He built the business literally shipping its initial production from his home into the internationally known brand that exists today.

DD-Stevo: Your celebrating 35 years in business, what’s your formula for success?

JG: Always having product in the stores that stands above any of its competitors. Pelle Pelle leather jackets are so unique in their design and quality that they are literally collector’s items. His unique ability to

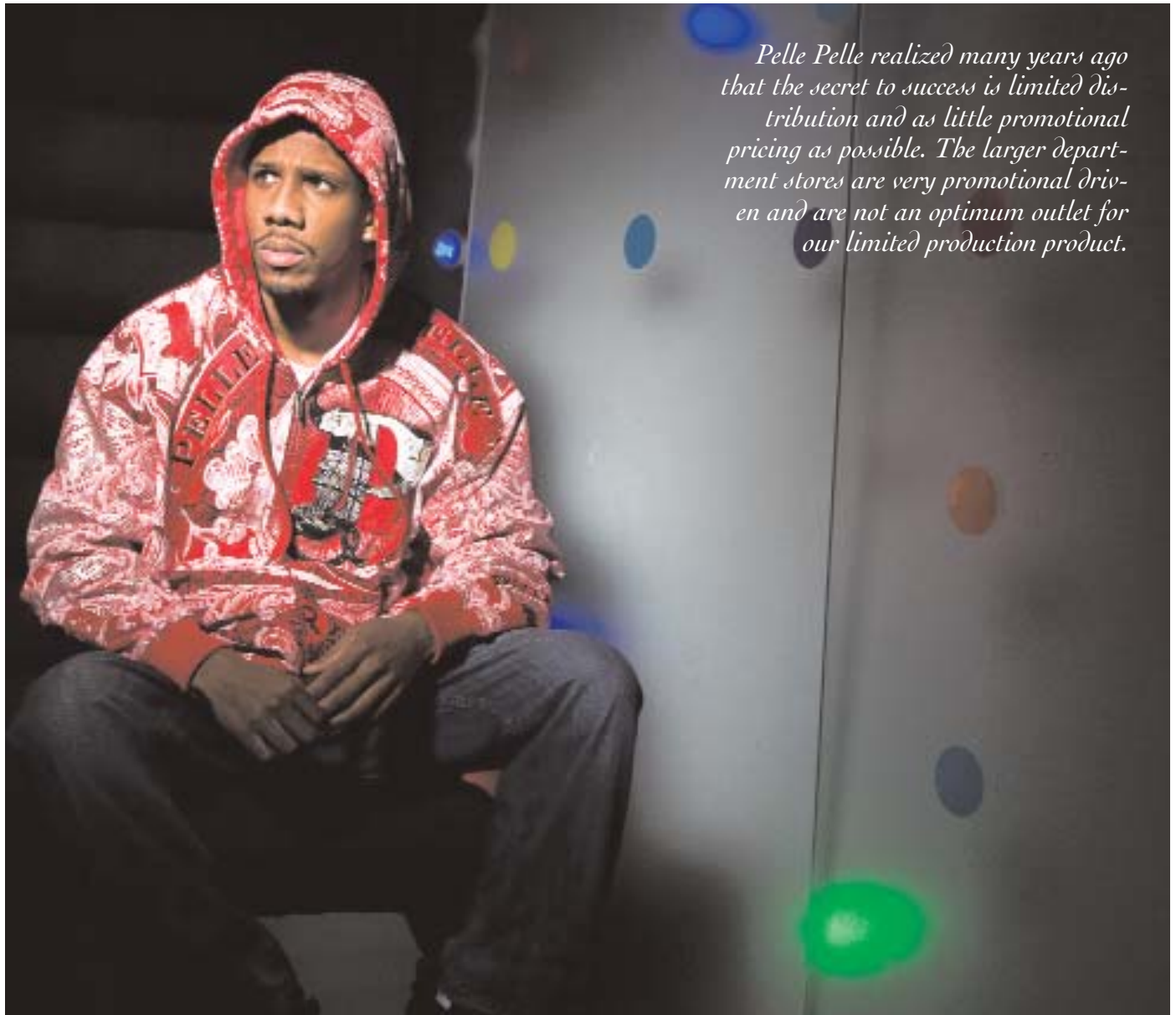
stay ahead of the fashion trends and evolve those ideas into commercially saleable product is remarkable.

DD-Stevo: Since Fashion is highly competitive, is it easy to set yourself apart from the competition?

JG: No competition every year in the apparel business is intense. The secret to success in the fashion business is to have great product and the willpower to distribute limited quantities. It is very tempting to over distribute product that is in great demand.

DD-Stevo: Does Hip Hop play a role in the sales or overall success of your company?

JG: Hip Hop is a defining influence in the fashion business. It is a lifestyle that has produced an entire subculture. Pelle Pelle uses the



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hip-hop influence in their designs as well as the extreme research of all the other fashion trends that play a part in the design process.

DD-Stevo: *Pelle Pelle is more of an exclusive line, is there any reasoning why your company favors "Boutique", and "Mom & Pop" type of operations instead of the big name retail giants?*

JG: Pelle Pelle realized many years ago that the secret to success is limited distribution and as little promotional pricing as possible. The larger department stores are very promotional driven and are not an optimum outlet for our limited production product. The company has always felt a partnership with their boutique stores and realize that is where the trend setters shop.

DD-Stevo: *Your new denim jeans are hot, but we notice they don't have the typical urban "Cut", that most jeans have, seeing that your not following trend what audience are you capturing?*

JG: The urban market is forever evolving and Pelle Pelle makes it a priority to stay totally in touch with what is happening in Europe as well as all the worlds fashion cultures. The style conscious young urban

consumer is no longer wearing his clothes as loose fitting as in the past and our fits are evolving as their tastes require.

DD-Stevo: *When designing leathers, do you design for the streets or are you designs just picked up by the streets?*

JG: When designing our collection we look at all of the fashion influences and styling trends. We do not just look at any one particular style and have that determine our direction. The fashion forward customer totally has exposure to all types of looks and it is crucial that as a manufacturer you do not miss a trend.

DD-Stevo: *Does your company design one of a kind Pelle Pelle Jackets for exclusive customers?*

JG: All of our Pelle Pelle jackets are limited production which makes each piece exclusive however we do style and produce one of a kind jackets for our large celebrity clientele.

DD-Stevo: *What vision does Pelle have for the future?*

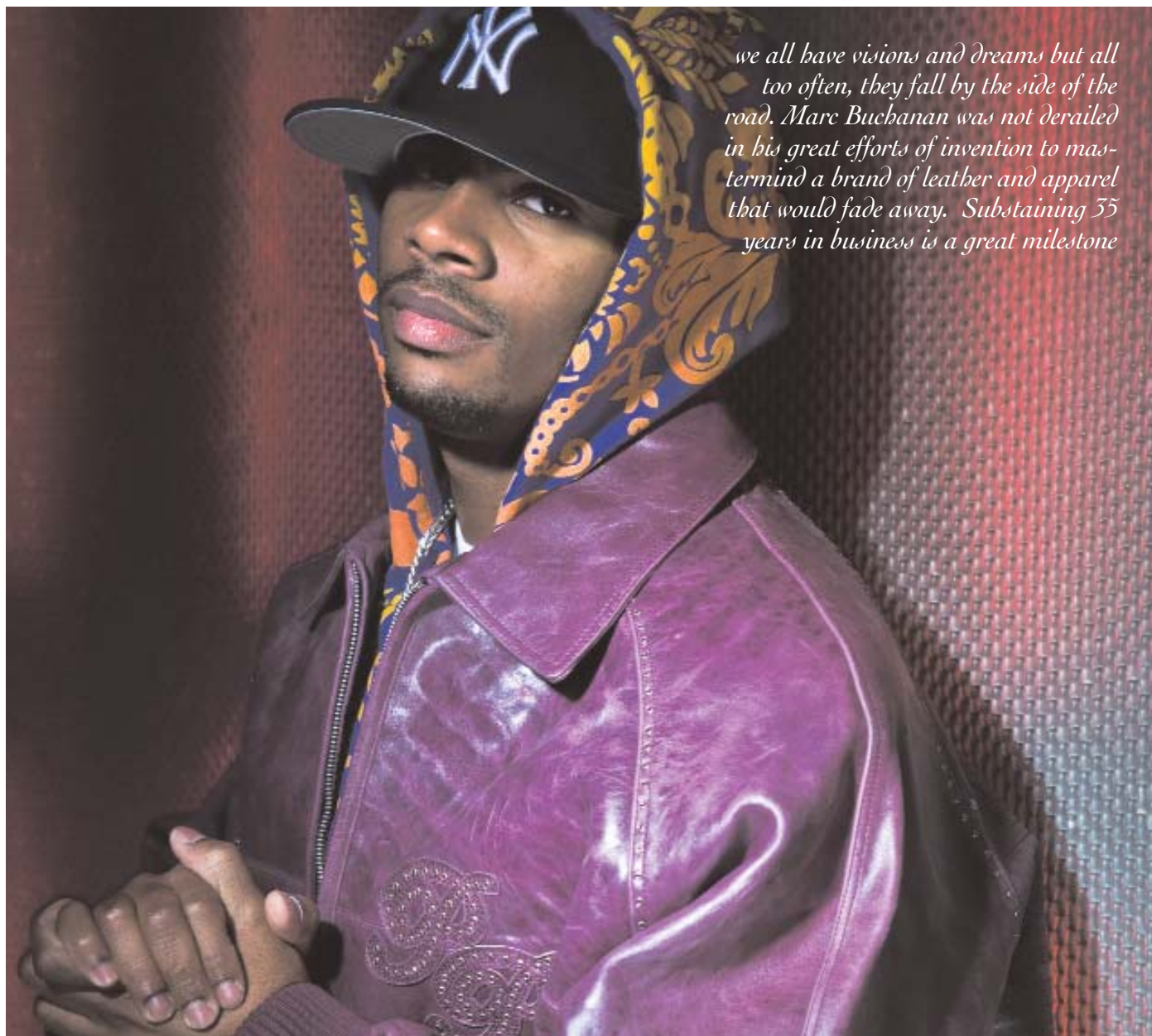
JG: Pelle Pelle looks at the future and sees nothing but opportunity and exiting prospects ahead. This business today can be very harsh

on companies that are not on top of their game but it can be very rewarding for those who are. Because of the unique advantage that we have with Marc Buchanan and his design team Pelle Pelle will always be one of the top fashion brands in the industry.

DD-Stevo: How do you personally feel, when you see your customers wearing your products on the streets?

JG: It is very gratifying to see customers wearing our clothes. It is a testament to the hard work and effort that goes into every piece.

In closing, we all have visions and dreams but all too often, they fall by the side of the road. Marc Buchanan was not derailed in his great efforts of invention to mastermind a brand of leather and apparel that would fade away. Substaining 35 years in business is a great milestone, but what's iconic is his great genius to stay true to his beliefs. Pelle Pelle, is just "exclusive", a brand that deliver quality, unique designs and limited distribution. The legacy of Pelle Pelle extends global, but the dreamer Marc Buchanan, made his vision a reality, showing the fashion world, why consistency with great efforts always wins.



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