

1 ON 1 WITH RAPPER/DESIGNER EMMANUEL GREEN

by Angel Pink

Please introduce yourself to our readers?

Emmanuel Green is my birth name. I'm a 17 year old entrepreneur hailing from Mississippi currently juggling a few ventures which include party promoting, rapping and the development of my own clothing line STS clothing that I founded less than a year ago after I got tired of doing all of the work for my cousin's company Y. O. D. A. which simply stands for young, organized, determined achievers.

What does STS stand for?

STS, stands for Strive To Success. When it comes to success I have looked at the steps that the famous rapper Soulja Boy Tell 'Em took and I have used that as a blueprint to create my own brand and launch my rap career.

What was your main inspiration for starting the company?

I was inspired to start the company in order to give my grandmother who raised me something to be proud of because at the time I wasn't making good grades and I saw it as an opportunity to do something that I would be successful at.

Your life experiences have been filled with trials and tribulations but you were able to take your experiences and make the best of them please share some of those trials with our readers to hopefully inspire others?

Well, the hardest trial hands down would be growing up without my mother who suffered from diabetes and high cholesterol and died in a horrible fire when I was very young. I'm sure you can imagine the effect that would have on me as a child however I have strived hard to turn my tragedy into triumph through hard work and dedication.

What are some of the obstacles that you face daily in business?

Right now the biggest obstacle appears to be finding better fabric for my clothing line that will allow me to compete in the market place as a premiere designer. Another obstacle that many face and I am no exception is undercapitalization especially when covering all of my overhead out of pocket so I am always looking for sponsors.



What are some of the products currently available?

We currently have sweat pants, sweaters, hoodies, and t-shirts available and there are plans for a hat line in the very near future. We strive to have a line that is quality but affordable. One of the items we are most proud of is our graphic hoodies which retail for forty dollars or less.

How important do you feel it is to have a strong online presence?

Social media seems to be a major part of getting a brand known to the world these days. All pages, profiles, and accounts are used as promotional tactics. Well known sites such as Instagram, YouTube, and Facebook are among a few of the social media that STS already has a presence. After the failure of our initial site and the demand for a new one I recently launched a new website as well so hopefully this will give us the online presence we need to effectively compete in the marketplace.

Which do you prefer being a rapper or an entrepreneur?

I am equally committed 100% to both.

What is your main goal for the future?

The goal is to get the entire STS family international recognition.

What do you feel sets you apart from others and makes you unique?

Speaking as humble as I can I am very aware of the fact that there are not many seventeen year olds that are party promoting, rapping and doing a clothing line at that same time so I feel this gives me a unique platform and allows me to take a different angle than those who may have a different combination of the same skills but are not executing them all at once as I have set out to do. Furthermore, the company is unique because success is defined by the grind and I have no plans in stopping until my goals have been reached.

What can our readers expect in the future?

Besides constantly setting the wheels in motion to expand my enterprise I'm also working on a photo shoot for the clothing line and my designs.