



PRESENTS

FRESH DRESSED

A CNN FILMS PRODUCTION



WORLD PREMIERE - DOCUMENTARY PREMIERE



Running Time: 82 Minutes

Sales Contact:
Dogwoof
Ana Vicente - Head of Theatrical Sales
Tel: 02072536244
ana@dogwoof.com

SYNOPSIS

With funky, fat-laced Adidas, Kangol hats, and Cazal shades, a totally original look was born—Fresh—and it came from the black and brown side of town where another cultural force was revving up in the streets to take the world by storm. Hip-hop, and its aspirational relationship to fashion, would become such a force on the market that Tommy Hilfiger, in an effort to associate their brand with the cultural swell, would drive through the streets and hand out free clothing to kids on the corner.

Fresh Dressed is a fascinating, fun-to-watch chronicle of hip-hop, urban fashion, and the hustle that brought oversized pants and graffiti-drenched jackets from Orchard Street to high fashion's catwalks and Middle America shopping malls. Reaching deep to Southern plantation culture, the Black church, and Little Richard, director Sacha Jenkins' music-drenched history draws from a rich mix of archival materials and in-depth interviews with rappers, designers, and other industry insiders, such as Pharrell Williams, Damon Dash, Karl Kani, Kanye West, Nasir Jones, and André Leon Talley. The result is a passionate telling of how the reach for freedom of expression and a better life by a culture that refused to be squashed, would, through sheer originality and swagger, take over the mainstream.



ABOUT THE FILMMAKERS

SACHA JENKINS – Director

Sacha Jenkins, a native New Yorker, published his first magazine—Graphic Scenes & X-Plicit Language (a 'zine about the graffiti subculture)—at age 17. By age 20, Jenkins would publish Beat Down, the first-ever hip hop newspaper. Thereafter, Jenkins would go on to be the music editor at Vibe magazine, and write about artists like Kid Rock and 50 Cent for Rolling Stone and Spin.

In 1994, Jenkins would co-found music journal ego trip—hip hop’s most respected critical voice. ego trip would go on to produce two books—ego trip’s Book of Rap Lists (St. Martin’s Press) and ego trip’s Big Book of Racism (Reagan Books). In 2000, Jenkins was awarded a fellowship to the graduate school of journalism at Columbia University (The National Arts Journalism Program); it was Jenkins’ rich knowledge of the history of New York subway graffiti that would deliver him to the ivy league.

Recently, Jenkins has worked as a television producer, building his strong reputation as a creative via shows like Cartoon Network’s *The Boondocks* (creative consultant) *Vh1’s The White Rapper Show* (executive producer) and *Miss Rap Supreme*. Jenkins released two books in 2008-- *Piecebook: The Secret Drawings of Graffiti Writers* (Prestel) and the New York Times best seller *The Way I Am*, Eminem’s authorized biography (Dutton/Penguin). In 2013, Jenkins is releasing two books—*The merciless Book of Metal Lists* (Abrams) and *Skin Graf* (Prestel)—in addition to releasing a full length album with his hard rock band The White Mandingos. Jenkins is also the Creative Director for Mass Appeal magazine, a periodical some have dubbed the “National Geographic for urban culture.” Jenkins is also in the throes of two more book projects—the recently released *Training Days*, a book about early subway graffiti with noted documentarian Henry Chalfant, and a book about the Beastie Boys with surviving members Michael “Mike D” Diamond and Adam “Ad Rock” Horovitz.



PETER BITTENBENDER – Producer

Peter Bittenbender is the Co-Founder of Decon and CEO of Mass Appeal. The recently merged companies operate a diverse multi-platform media company, content division and record label with a focus on youth culture.

Born November 11, 1977 in New York City Hospital, Peter Bittenbender comes from an entrepreneurial household and was raised running around the floors of his father's high-end printing firm Crafton, the offices of the visionary design magazine Graphis and the AIGA, all of which were establishments that his father at a one time or another was running. Being surrounded by so many creative minds at a young age and his family's passion for travel ultimately had a life altering effect on Peter. At the age of 20, while in his last year at NYU, he embarked on a career 180. He left his budding opportunities in the restaurant business to produce an independent film with friend Jason Goldwatch.

With virtually zero experience in the film business Peter bought some books and set his mind on making a real life statement about his generation and the impending fear surrounding the millennium. The two created the underground film sensation, "One Big Trip." The project was an experimental road trip movie that combined music and abstract imagery to paint a linear journey. The film garnished underground attention and was released as the first ever hip-hop dual disk CD / DVD with 13 original tracks from legendary artists like Dilated Peoples, Jurassic 5, Del the Funky Homosapien and others. Peter and Jason then strategically formed a company to release the project and other indie multimedia mash ups, named her DECON.

This DIY approach they embraced for their first project quickly became a selling point and soon brands and artists began approaching them for a multitude of creative services. Fast-forward to 2011 and Peter, along with Nasir "Nas" Jones and a group of investors raised capital to purchase and expand Mass Appeal into a digital media business. In the past 3 years, Mass Appeal has expanded into a highly influential global content and media company with a slew of high-profile projects being released and developed.

Some recent critical achievements include the Sundance premier of Fresh Dressed which Bittenbender co-produced, along with the release of the #1 critically acclaimed album of 2014, Run The Jewels.

Peter is currently focused on expanding Mass Appeal's reach and building more original content and IP.

NASIR JONES – Producer

"So much to write and say/Yo, I don't know where to start/So I'll begin with the basics and flow from the heart" – Nas, "Loco-Motive"

Hip-hop is a fickle, ephemeral beast; a genre filled with trend-hopping "artists," corporate hucksters and walking gimmicks desperate to achieve their 15 minutes of shine. Look back at the hip-hop charts 20 years ago—hell, look back 10—and see how many names you're still reading about today.

Ever since a 17-year-old Nasir Bin Olu Dara Jones appeared on Main Source's 1991 classic "Live at the Barbeque," hip-hop would be irrevocably changed. Nas. Gifted poet. Confessor. Agitator. Metaphor master. Street's disciple. Political firebrand. Tongue-twisting genius. With music in his blood courtesy of famed blues musician father Olu Dara, the self-taught trumpeter attracted crowds with his playing at age 4, wrote his first verse at age 7 and, with 1994's *Illmatic*, created one of the greatest hip-hop albums of all time before he could legally drink. Two decades on, Nas remains an incendiary, outspoken and brutally candid rapper on the recently released *Life is Good*, his tenth album and sixth to debut at the top of the Billboard 200.

Critics and fans immediately flocked to *Life is Good*, with everyone from Rolling Stone ("He cuts his rhymes with midlife realism and daring empathy") and MTV ("The most emotionally raw record he's made since his first") to HipHopDX ("An obvious maturation from the veteran") and Pitchfork ("Best New Music") praising the album. Far from divorcing personal problems from a hyperbolic, caricatured alter ego, *Life is Good* finds Nas confronting the myriad issues he's faced head-on since 2008's *Untitled* ("Daughters, "Bye Baby"), mixed with a wayward wisdom that allows him to channel the past without attempting to ape it ("Loco-Motive," "Nasty").

"I used to listen to that Red Alert and Rap Attack/I fell in love with all that poetry/Mastered that" – Nas, "The Don"

Before the 13 Grammy nominations, seven platinum albums and Top 5 rankings on MTV's 10 Greatest MCs of All Time and The Source's Top 50 Lyricists of All Time, 17-year-old Nas would take daily trips to Manhattan hoping to secure a major label deal, only to be shot down by nearly every label. When 3rd Bass co-founder MC Serch brought his demo tape to the attention of Faith Newman, then-Director of A&R for Columbia Records, she made a deal with Serch that day, offering Nas a \$17,000 advance and the lifeline to begin his career.

With hundreds of thousands of words alongside entire books written on the album, it seems almost trite today to discuss the universal impact and acclaim that *Illmatic* had on rap. Put simply: the album has long been considered a masterpiece not just in hip hop, but music as a whole, inspiring countless subsequent rappers and establishing Nas as the most vivid storyteller of urban life since Rakim and Chuck D.

1996's *It Was Written* built upon *Illmatic*'s foundation, with "Street Dreams" and "If I Ruled the World" (the latter with Lauryn Hill) becoming radio staples and vaulting Nas into mainstream success. For his two 1999 albums, *I Am...* and *Nastradamus*, the rapper balanced commercial aspirations with extended metaphors and rough street anthems, carving out multiple identities that better reflected the rapper's expanded worldview.

"My success symbolizes loyalty/Great friends/Dedication/Hard work/Routine builds character/In a world full of snakes, rats and scavengers" – Nas, "You Wouldn't Understand"

In 2001, the rapper released his fifth album *Stillmatic* at the height of his escalating battle with Jay-Z for King of New York. Tracks like "Ether" and "Got Ur Self A..." could be heard on radio stations and in cars across the country and would eventually sell more than 2 million copies, while songs like "Rewind," which told the story of a payback hit in reverse a la *Memento*, solidified Nas as an atypical rapper unafraid to play with convention. *God's Son*, with the booming anthem "Made You Look," would follow one year later and go gold.

As Nas entered his 30s, his scope and breadth became even more ambitious. While most rappers struggle to say anything on one album, Nas released the 2004 double album *Street's Disciple*, reuniting with his estranged father on the blues/hip-hop hybrid "Bridging the Gap." The album also featured the Iron Butterfly-sampling "Thief's Theme," which remains one of Nas' most anthemic songs.

In the past decade, Nas has only gotten more inflammatory and passionate, purposely titling albums to provoke weighty discussions on a global level. 2006's *Hip Hop is Dead* sparked widespread debate on the veracity of the title, while Nas changed 2008's *Untitled* from its original title *Nigger*, yet still incited intense polemics on race and politics in America.

"Reveal my life/You will forgive me/You will love me/Hate me/Judge me/Relate to me/Only a few will/This how it sounds when you too real/They think it's just music still" – Nas, "No Introduction"

In recent years, though, Nas has transcended mere rapper status and engaged in greater levels of philanthropy. The rapper is an avid UNICEF supporter, helping to raise funds for East African region Horn of Africa and teaming up with the family of George Harrison for the organization's Month of Giving. The rapper also donated all proceeds of *Distant Relatives*, his 2010 collaboration with longtime friend Damian Marley, to help end poverty in Africa.

Nas's desire for greater interaction with his fans has also led him to new business ventures. He serves on the board of social photo sharing site The Fancy alongside Twitter founder Jack Dorsey and Facebook co-founder Chris Hughes and has invested in Mass Appeal and RapGenius.com. Most recently, Nas announced plans to open 12AMRun – a sneaker store in Las Vegas.

The artist's most recent release was 2011's *Life Is Good*, which debuted at #1 on the *Billboard* Top 200, marking the sixth #1 album that Nas has produced in his career. The collection also received four GRAMMY nominations bringing the rap icon's GRAMMY recognition count to 13 overall.

Nas' seminal debut album, *Illmatic*, will be released as a special 20th Anniversary Edition, titled *Illmatic XX* in Spring 2014 by SONY Legacy. In conjunction with the release, *Time Is Illmatic* – a feature length documentary film that examines the album – will open The 2014 Tribeca Film Festival in New York City.

Rapper J-Live once said satirically, "To be a great MC, you have to be a great liar." It's safer to not tell the truth; safer to sanitize your existence; safer to align yourself with the producer du jour; safer to rhyme about tropes over truths. Nas' catalog speaks for itself. Over 10 albums, the rapper has never been one to play it safe. Whether it's rhyming about politics, hip hop, race, religion, other artists or personal relationships, Nas has consistently brought unparalleled and unprecedented levels of honesty to hip hop, a trait often overlooked in the genre. On *Life is Good's* "Reach Out," Nas rhymes, "So call me a genius/If you didn't/Now that I said it/I force you to think it." For most artists, this would be arrogance bordering on hubris. For Nas, who's remained vital and relevant for nearly 20 years, it's just fact.

MARCUS A. CLARKE - Producer

Born and raised in Brooklyn New York, Marcus Clarke has been in the film industry for 12+ years as an A.D, producer and director of programming such as VH1's third season of its prime time hit *Love & Hip NY*. A film graduate from Middlebury College, he has completed multifaceted projects including commercial work, independent films, branded content, webisodes and docu-style media. Marcus understands the logistical nature of a multi-city production, drawing from his experience with promotional campaigns including the promotional campaign for "The Amazing Spider-Man 2", the independent music tour "Geico: Indie Across America," and "Absolut X." Having worked with the likes of Shaquille O'Neal, Allen Iverson, Emma Stone, Pharrell Williams, Nas, Dwyane Wade and Candice Swanepoel, amongst others, Marcus excels in pulling out the very best performances out of his talent, communicating with them exactly what they need to do to produce the very best content. Other notable work that Marcus has done includes the "Reebok: Laced Legends 'Retro Shop'" campaign, the web content for the Red Bull "Write of Passage" graffiti exhibition, Nike "NYC Basketball" and the capsule video for the collaboration between the MLS, LA Galaxy and Undefeated Clothing. He excels as a producer, director and all around film production professional.

VINNIE MALHOTRA - Executive Producer

Vinnie Malhotra is senior vice president for development and acquisitions for CNN Worldwide. He is based in Los Angeles.

Malhotra joined CNN in March 2012, and is in charge of pursuing development opportunities with outside production companies for CNN Worldwide platforms. In this role, he spearheaded the launch of CNN Films, a production unit created to co-produce and acquire documentary films, and to leverage distribution opportunities for those films at film festivals and in theaters. Malhotra manages the day-to-day operation of CNN Films, and works directly with filmmakers to develop original projects.

In 2013 and 2014, Malhotra's efforts led to successful partnerships with multiple award-winning filmmakers including Martin Scorsese, Steve James, and Alex Gibney, as well as the acquisition and broadcast of more than a dozen films. These include BLACKFISH, directed by Gabriela Cowperthwaite; OUR NIXON, produced and directed by Brian Frye and Penny Lane; LIFE ITSELF, directed by Steve James; IVORY TOWER, directed by Andrew Rossi; DINOSAUR 13, directed by Todd Miller; and WHITEY: The United States v. James J. Bulger about the crimes, capture, and conviction of the notorious Boston gangster who once topped the American FBI's 'Most Wanted' list of fugitive criminals.

In addition to CNN Films, Malhotra handles the development and production of CNN Original Series, including the 2013 and 2014 Primetime Emmy award-winning Anthony Bourdain's Parts Unknown (Outstanding Informational Series or Special), Morgan Spurlock: Inside Man, This is Life with Lisa Ling, Somebody's Gotta Do It with Mike Rowe, two 2014 series with Sundance Productions and Robert Redford, Chicagoland and Death Row Stories, and the 2014 series with Playtone and Tom Hanks, Gary Goetzman, and Mark Herzog, The Sixties.

A former program development executive at ESPN and ABC News producer, Malhotra began his career with ABC News in 1997. There, he worked on several of the news organization's signature programs including Nightline and World News Tonight, and served as a producer for Peter Jennings for three years. He later worked with co-anchors Elizabeth Vargas and Bob Woodruff.

During his 13 years at ABC News, Malhotra covered major global events including the Iraq War and the inauguration of President Barack Obama. From 2007 to 2010, Malhotra was executive producer of ABC News' weekend news content, including World News Saturday and World News Sunday, and oversaw the weekend editorial content and production for ABCNEWS.com and ABC News Now, among other ABC News digital platforms.

In 2010, Malhotra joined ESPN as vice president and executive producer for content development. In this position, he was responsible for the development of films that include Everything in Between: The Tim Tebow Story, The Color Orange, The Brady 6, and The Marinovich Project. He also developed scripted and non-scripted series for the network, and was part of the development team that created the new ESPN Quarterback rating "Total QBR" that is now being used in association with all NFL coverage on ESPN.

Malhotra has received numerous industry honors for excellence in journalism including two Primetime Emmy awards, five News & Documentary Emmy awards, a Peabody and an Alfred I. DuPont-Columbia Award. He is a graduate of the University of Massachusetts and earned a Bachelor of Arts degree in political science and communications.

AMY ENTELIS – Executive Producer

Entelis, who joined CNN in 2012, is responsible for new program development and acquisitions for CNN Worldwide, as well as the identification and recruitment of on-air talent for CNN programming and platforms.

Under her leadership, CNN has launched three new content brands: CNN Films, created to acquire and co-produce feature-length documentary films and leverage distribution opportunities for CNN

Films at festivals and in theaters; CNN Films Presents, which acquires and broadcasts encore runs of notable documentary features; and CNN Original Series, created to develop multi-part, non-fiction series.

Entelis and her team developed Anthony Bourdain: Parts Unknown, produced by ZPZ Productions, which has been honored with back-to-back Primetime Emmy awards for Outstanding Informational Series in both 2013 and 2014, as well as Primetime Emmy awards for cinematography and writing. Other series developed under Entelis's guidance are Morgan Spurlock: Inside Man, honored as Best Limited Series at the 29th annual International Documentary Association (IDA) awards; Chicagoland and Death Row Stories, with executive producer Robert Redford's Sundance Productions; The Sixties, executive produced by Tom Hanks and Gary Goetzman of Playtone; and The Hunt with John Walsh, also produced by ZPZ Productions. In the fall of 2014, her team launched two series: This Is Life With Lisa Ling and Somebody's Gotta Do It With Mike Rowe. This Is Life With Lisa Ling premiered at #1 among cable news programs in its time period for total viewers and viewers in the 25 to 54 age demo. Somebody's Gotta Do It With Mike Rowe debuted to the best premiere ratings ever for a CNN Original Series among viewers aged 25 to 54 years.

Since 2013, CNN Films has acquired or commissioned more than a dozen films, including Blackfish, directed by Gabriela Cowperthwaite, which reached more than 27 million total viewers on CNN/U.S.; Our Nixon, produced and directed by Brian Frye and Penny Lane; Life Itself, directed by Steve James; Ivory Tower, directed by Andrew Rossi; Dinosaur 13, directed by Todd Miller; Whitey: United States of America v. James J. Bulger, directed by Joe Berlinger; and Documented, written, directed and produced by Jose Antonio Vargas.

CNN Films has partnered with companies including Paramount, Participant, Lionsgate, Kartemquin Films, and Magnolia Films to distribute CNN Films theatrically throughout North America. CNN Films have premiered at film festivals in juried competition including Sundance Film Festival, International Documentary Film Festival Amsterdam, SXSW, Hot Docs Canadian International Film Festival, and AFI DOCS. CNN Original Series has partnered with Fremantle Media for global distribution of select productions.

In her role overseeing talent, Entelis spearheads the identification, recruitment, and development of correspondents, anchors, and on-air contributors for CNN Worldwide. John Berman, Victor Blackwell, Pamela Brown, Ana Cabrera, Chris Cuomo, S.E. Cupp, Stephanie Cutter, Newt Gingrich, Van Jones, Michelle Kosinski, Rachel Nichols, Michaela Pereira, Polo Sandoval, Jim Sciutto, Brian Stelter, Jake Tapper, and Bill Weir have all joined CNN since 2012.

Entelis has had an extensive career in television news as a producer and as a senior executive, spending 30 years at ABC News where she was senior vice president of talent strategy, development and research until May 2011. While at ABC News, Entelis hired and developed the careers of hundreds of journalists, both on and off-air, including recruiting and managing talent for the network's most high-profile programs including Good Morning America, World News Tonight, Nightline, and 20/20. Following her tenure at ABC News, Entelis served as executive vice president, talent strategy at Sucherman Consulting Group.

Entelis served in a number of capacities while at ABC News. In addition to hiring and cultivating on-air talent, Entelis oversaw all off-air editorial recruiting, hiring and growth, and development opportunities. She created mentoring programs, career development initiatives, and a diversity advisory board. For ten years she led ABC News' business affairs department, supervising all talent negotiations. As senior vice president of talent strategy, development and research for ABC News, she was responsible for the news division's strategic plan for on-air and off-air talent.

Entelis began her career as a producer on the weekly news magazine 20/20, and then spent five years as a producer at World News Tonight with Peter Jennings, specializing in business and economics reporting. She received many awards for her work as a producer while with ABC News,

including the National News Emmy, the duPont Columbia Award, the Front Page Award from the Newswomen's Club of NY, the Headliner Award, and the Planned Parenthood Award.

ABC News President Roone Arledge recruited Entelis for her first management role with a mandate to develop women and minorities for on-air positions. Later at ABC News, Entelis pioneered the first system in network news that coordinated the identification, recruitment, and development of all on-air talent.

A graduate of Vassar College, Entelis received a Master's of Science in journalism from Columbia University and serves as a member of the Board of Visitors of the Columbia University Graduate School of Journalism.



CREDITS

Director

Sacha Jenkins

Producers

Peter Bittenbender

Nasir Jones

Marcus A. Clarke

Director of Photography

David Vollrath

Supervising Editor

Sam Pollard

Editor

Andrea B. Scott

Additional Editing

Princess Hairston

Lead Animator

Hectah Arias

Supervising Producer

Courtney Sexton

Executive Producer

Vinnie Malhotra

Executive Producer

Amy Entelis