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ATE CLOTHING: GUEST FEATURE



Last year, the creative genius of Esmel Meeks along with his exceptional drive and thorough business principles came together with the graphic talents of Ryan Winn to create DANK Clothing. From the outside, it may have seemed like just another variation of screen-print t-shirts, but DANK Clothing stood for so much more. The acronym D.A.N.K. stands for Determined to Attain New Knowledge, which embodied what the label itself meant: being able to enrich people's minds while providing something new and fresh.

STRUT fashion show, is a production given by VCU students each year that combines fashion and entertainment with clothing from local stores and some freelance designers. As new designers, and students of VCU, Winn and Meeks, saw the STRUT fashion show as a gateway to promote and showcase their newly founded clothing line. Mr. Winn stated, "the opportunity to do STRUT created more drive and made the dream [of a clothing line] more feasible" STRUT fashion show takes place at Stuart Siegel Center, and grosses over 2000 people each year. "STRUT was a forthright into the actual fashion market" Not only did the show allow the young designers to display their clothing on the actual runway, but it gave them the opportunity to set up vendor tables to sell their clothing to the actual public and gain valuable insight into the market.



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Due to legal matters involving the name DANK, the duo was forced to change its name and concepts. Esmel Meeks states that it took him almost four months to come up with the concept behind ATE along with guidance from his brother. The idea for using the image of Eve eating the fruit is the basis for the design of the shirts. ATE stands for Ancient Thread Empire, which Meeks explains is symbolic of the fact that he wanted to build his own empire by selling threads and that fashion began the moment Eve "ate" the fruit. Although the name change was a minor setback in their planning, Meeks was and still is determined to see his dream of a clothing come into effect.

With a solid focus on community service and creative concepts, the ATE clothing line is in a league of their own when it comes to new and innovative fashion. The two are not looking to get rich quick or to become moguls in the fashion world, but to make peoples lives better. When asked where they would like to take the clothing line, Mr. Winn replies, "I'm a t-shirt and jeans kinda guy, and when it's all said and done, I'm a graphic designer, not a fashion designer", but hopefully, after the line takes off, they will look into more ways of showcasing their talents within the fashion industry. This year the duo has gained the opportunity of being involved with the STRUT Fashion Show once again, displaying looks from their newly introduced line.



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Guest says: April 5, 2009, 4:31:47 PM EDT

Impressive. I got a chance to meet Meeks at a show. Really cool young cat with a big future ahead. Keep pushing bros.

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hobbs says: March 30, 2009, 11:55:09 PM EDT

Good work and representation... stay positive n dedicATED and everything will fall n place...i wish the best for the the future of ATE!!!

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Derrick says: March 30, 2009, 11:50:16 PM EDT

very insightful article. I wish the best for the guys iver at ATE clothing. its nice to see students trying to elevate themselves and their surrounding community. Keep up the good work guys

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Guest Feature By:Whitney Headen