

THE MAKING OF A MOGUL // PART II // LOBOTOMIX & 1987 SUPPLY CO.

This series examines the impact Tuscaloosa is currently having on the world of popular music & entertainment by examining contributions that made by three prototypical standards: The Artist, The Entity, & The Ambassador. Next to be viewed is The Entity, or rather, Entities, as showcased by the Lobotomix crew and the wonderkinds behind 1987 Supply Co.

"Somewhere ages and ages hence:
two roads diverged in a wood, and I, I
took the one less traveled by, and that
made all the difference" —Robert Frost—

cultural triangle resonates enough to matter; the idea that everything outside of those borders is irrelevant, not worthy of spotlight, reeking of insignificance to the point

are resolved; the "who does this say I am?" and, more importantly, "where can this item take me?" must find discovery's light. Only then can something be deemed exceptional and evocative enough to warrant acclaim. In the aforementioned rests 1987 Supply Co.'s genius; a clothing company founded by ambitious Alabamians with remarkable local flare that appeals to audiences unlikely to ever know the magic associated with belting out "Rammer Jammer" in Bryant-Denny on a muggy Saturday night. What Mr. Wilson and his team has managed to do is capture an experience, moments, feelings, and figures tethered in intangibility, and wrap it in as much artist-driven originality that would be hard-pressed to not chance his dare. The genius of "Dez TheGenius" is that his creative mind transcends conventional thought to a margin that allows him to barter bits, iotas of everything that makes him the businessman he for a level of cultural currency and influence that is rarely scene in today's inauthentic sociocultural environment. 1987 Supply Co. has grown through that exchange, becoming more than a successful clothing company; as a home for unique creative developers and insiders,

it is morphing into an new media-backed entertainment juggernaut, albeit, one Chief Tuskaloosa tee at a time.

Of comparable regard is **Lobotomix**, a Hip-Hop collective committed to the cultivating, promoting, and sustaining the principles of a genre that many feel has lost its way. With by Rashid Quandil, its worth to denizens of "The Magic City" and the Yellowhammer State at large cannot be measured monetarily; by giving a proverbial voice to a population that lacked one previous to its existence, Lobotomix cemented itself as the go-to organization for all things associated with a musical genre rich in history, pageantry, and importance. Quandil's cultural eloquence is rooted ideal of ductus exemplo, Latin for "Leadership by Example", a trait that allows the man more commonly known as DJ Rashido to endear himself and



his brand to the people at home and abroad. As such, Lobotomix's gold and black-trimmed logo has become synonymous with a standard of musical, cultural, and social excellence believed to be previously unobtainable in Alabama.

The mission and relevance either company cannot be understated; their respective effort afforded them a level of creative autonomy not available to others, allowing each company to operate with a level of inspirational ingenuity that is made all the more important when their underlying role, whether wanted or otherwise, as ambassadors for this great state is taken into account. Primus inter pares, first among equals, is Quandil's Lobotomix crew and Wilson's 1987 Supply Co.; either could exist without the other but their mutual success strengthens both organizations in ways that only solidarity abound in similar vision and venture can bring to fruition. Daring to stand out while others struggle sheepishly opt into a system which rewards conformity and stagnation is a trait both entities share. There is something to be said about choosing the road less traveled. If 1987 Supply Co. & Lobotomix is any indication, I would say doing so clearly "has made all difference."

1987 Supply Co.'s (@1987supply) new clothing collection will be available for sale via their website, store.1987supply.com, very soon. Lobotomix (@LOBOTOMIX) will host Greenhouse at The Bottletree in Birmingham on Saturday, July 20th. Tickets are \$10 in advance and \$12 on the day of the show.



Down what thoroughfare must one traverse to become acquainted with the emotions that come into play after finally achieving success only to realize that they have, in fact, found nothing? In Alabama, a state known for its love of football and down-home country sensibilities, the shadow of success hauntingly looms over a population proverbially choking in unrealized potential. With a bustling metropolis that goes by monikers as empowering as "The New Motown" and "Black Hollywood" to the east and "The Big Easy" to the west, one can understand how creativity could be stifled or outright ignored in "The Heart of Dixie". Artistically-speaking, the South has adopted many of the predispositions its northern counterparts once attached to artists below the Mason-Dixon; consistent mode of thought dictates that nothing between Atlanta, Miami, and New Orleans'

of invisibility. Culture creators within those boundaries find themselves weighed down with thoughts of "making it", escaping the place they call home for one of the aforementioned area's more cultured climes, with many opting to do so. Fortunately, no idea could be farther from the truth; a road less traveled has seen its dawn because of two distinct yet non-adverse entities, Dez "TheGenius" Wilson's **1987 Supply Co.** and Rashid "DJ Rashido" Quandil's Lobotomix, trailblazing a path unlike any preceding for likeminded dreamers to follow.

A shirt is merely a shirt until it is adorned by the right person. The same could be said for any piece of clothing, be it a label associated with trappings of wealth or something ably obtained in frugality. In either scenario, a mark of distinction rests in the message associated with that brand, an understanding uncovered only after integral questions