



# Designing My Own Future

By Darryl Bordenave Jr

**H**ello My Name is Darryl Bordenave Jr. I am 21-year-old college student. In 2007 I launched my own clothing company called Ruckage Design Company. Before I was able to accomplish launching my clothing company I experienced many hardships to get to where I am now. I started to design when I was 13 by ripping old jeans and shirts because of lack of finances. When I entered high school my creativity with clothing took over. I began to get interested in acrylics and paints. I bought plain T-shirts and painted on them as if I were painting murals using my garage as my art studio. Even though I didn't have a lot of tools because of lack of money, I worked with the limited resources I had. I found an old paper plate holder from the late 80's and began to explore with it. Little did I know that my clothing line would come from a paper plate! The paper plate was old and damaged but I knew I could use it in my artwork. I would spray paint over it and when I picked it up a design appeared that would soon become my logo. I would spray paint over the paper plate holder then put splash paint, acrylics, studs, ripped fabrics and anything else I could find around my house. I would wear them to school and the students would sometimes laugh, but the more artsy students could appreciate it! I did not let the students who would tease me about the shirts bother me. Instead, I used their negativity to fuel my engine to success. I began to get better and better with the designs to the point where people thought I had a machine designing for me - but I was doing it by hand!

I decided to take my designs one step further by enrolling into college, because I have always dreamed about having my own clothing line and school would teach me more skills. College introduced me to the sewing machine. I had been sewing by hand for years! I really enjoyed the sewing machine because it challenged me and my creativity a great deal. I would stay up all night even when I had class the next morning, practicing my craft. That's when I noticed that every time I designed I got better and better. Practicing really helped mold me as a designer. While other college students were waiting on the professor to teach them about designing, I was taking it upon myself to do it for myself. I would participate in fashion shows, gaining experience that I needed for the fashion industry. Being involved in fashion events allowed me to network and build up my contacts and it really helped put my face and company out there.

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Presently, networking has allowed me to work with celebrities, recording artists, actors, known models and magazines. My clothing has been used for music videos, photo shoots, and publications. This made me really excited and it made me work harder at my design skills. I believe there is always room for improvement. Drive, resourcefulness, eagerness, ambition and motivation are my key factors for being an entrepreneur. I believe that with success one should give back to the community. I decided to do just that by putting on a National Campaign called the “D.R.E.A.M Tour”. The mission of the D.R.E.A.M Tour is to visit different high schools and colleges putting on inspirational fashion shows, monologues, and musical performances encouraging students to follow their dreams against all odds. Most importantly, I believe my designs are more than fashion, because it portrays a lifestyle of individuality, spirituality and uncommonality.□

[www.wix.com/Ruckage/Designs](http://www.wix.com/Ruckage/Designs)

