



New Summer Hip Hop Fashion for 2007

Controversial clothing brand Gangster Affiliated carves out a niche market.

Long Beach, CA, May 03, 2007 --(PR.com)-- If you are in the know then you know that Gangster Affiliated Clothing is the hottest brand in the urban community and is spreading. The name says it all but it's not what you think. The brand does not encourage or endorse in any way, shape or form the obvious.

In the book, *The Fundamentals of a Gangster* which was written and self published by CEO and founder of the brand, Byron Davenport, he explains what being Gangster Affiliated is about and it is certainly not what one would expect. The book is a testament and motivational roadmap to achieving whatever you want in life including 103 philosophical thoughts to live by.

Although the company has only been selling moderately priced t-shirts and now high end polos they have managed to corner a particular market no one has paid any attention to. This market is gangsters, street hustlers, players and real die hard go-getters. It is this niche market that propelled hip hop to where it is today and there is no signs of slowing anywhere in sight.

The word gangster and being gangster is not only a common word in the urban community it is also popular and it has different meanings for different people. To some it's an expression of something nice such as "that car is gangster" or it can be used to describe an aggressive attitude "this guy got in my face so I had to get gangster with him." To others mainly the younger youths they see being a gangster as being a thug and acting in a like manner.

Another interpretation of being gangster is "getting money" by any means necessary legal or illegal. And lastly, some see being a gangster as being extremely ambitious, hungry, thirsty, focused, tough, vicious, badass, intelligent, savvy, street smart, unstoppable, relentless, unweilding, charismatic, wise, slick, cool and hip. Just as Hollywood has glamourized and popularized the gangster mystic and made it appealing to the masses so to has Gangster Affiliated.

For more information on Gangster Affiliated Clothing contact Byron Davenport at getaffiliated@affiliatedworldwide.com 800 472-4911 website:affiliatedworldwide.com

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