

KELLY ACHEAMPONG PORTFOLIO

UNDISCOVERED

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KELLY ACHEAMPONG, FOUNDER AND DIRECTOR OF UNDISCOVERED

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*links included

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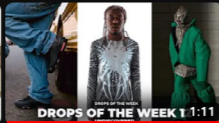
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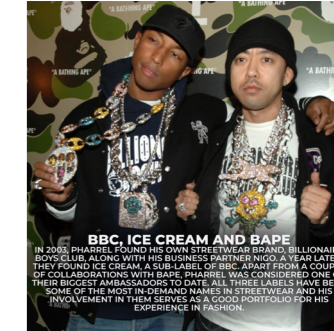
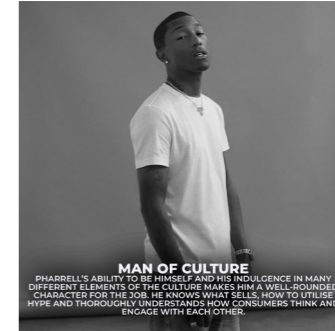
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EXAMPLE POSTS



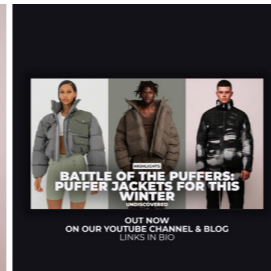
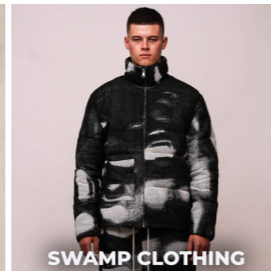
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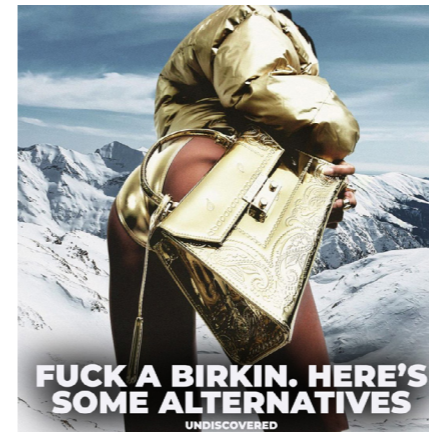
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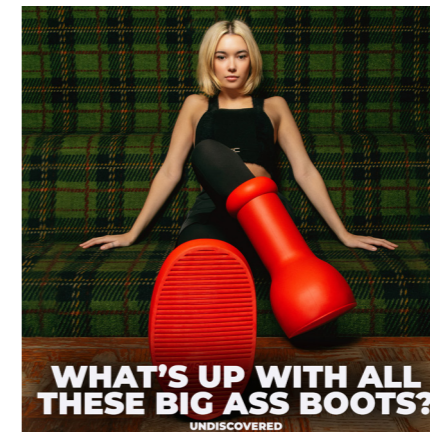
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43,801 24,609



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1,327 877



31.5k 53 234

1.6k 817

REELS



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24.6K 1.6K 604



15K 28 -
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6.8K 16
8.2K 448



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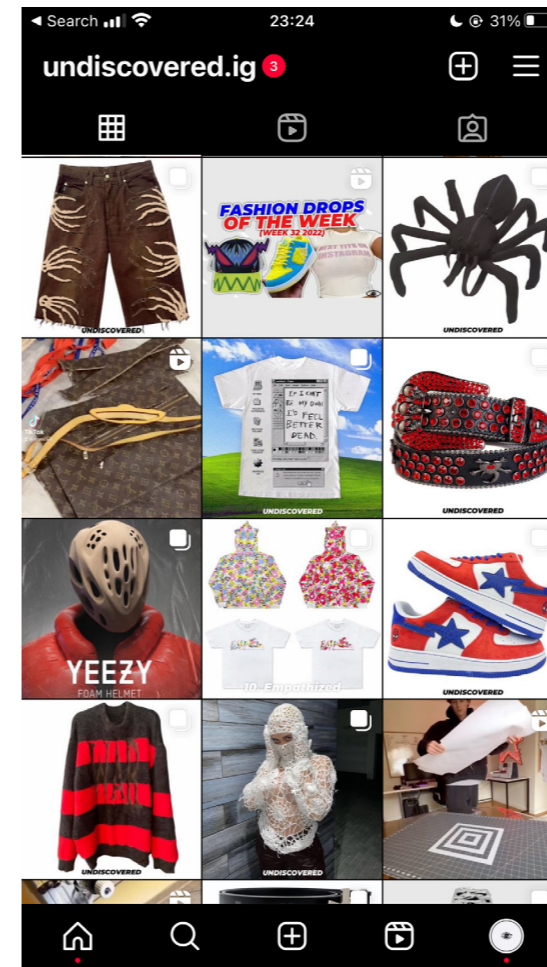


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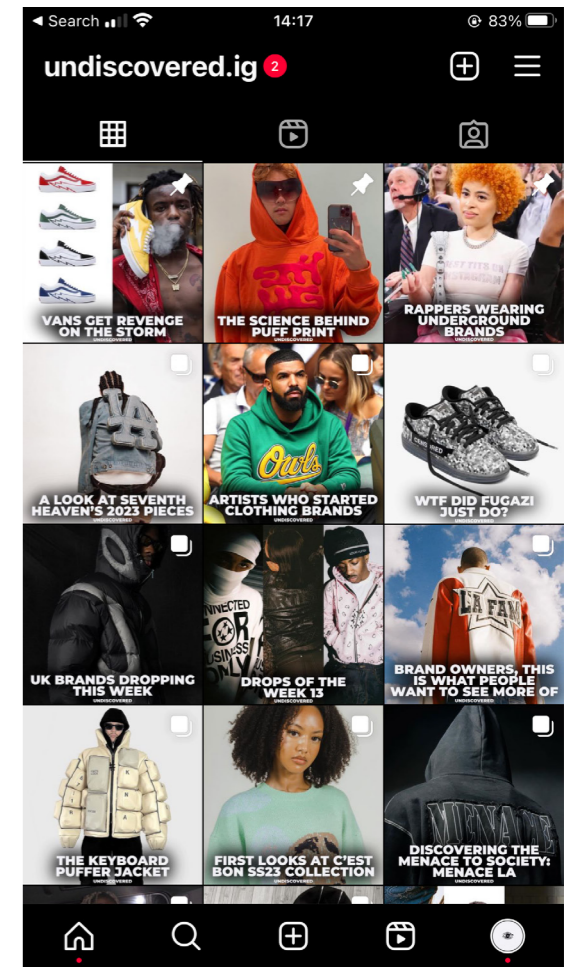


89.7k 199 -
93.8k 2.6k 409

PLATFORM REVAMP



PRE REVAMP



POST REVAMP

CAPTION & HASHTAGS

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undiscovered.ig 📍: Lets get to the point ... @fullyfullyfully has had a mad year! Now unless he's got another drop planned (which I wouldn't put past him) this is a perfect way to end it!

Fully linked up with @guccivault with his brand @houseoferrors to drop a capsule collection. This capsule is inspired by "The All Seeing Flask", a 1940s film noir story centered around the search for a legendary relic.

The overall collection looks rich and boujee but also has the complex designs House of Errors offers. This leaves a good balance of both brands aesthetics. The collection consists of jackets, vests, shirts, ties, bags, scarves, hoodies and trousers. It also ranges from £122 to £856. The highlight piece in our opinion is the cracked glass jacket. The gradients on them didn't disappoint and that alone could've made for a good jacket. But Fully had to top it off with the cracks which is a feature we didn't know we needed. I'd also say the tie would be an underrated piece. I just like that detail combined with general finish of the design.

You can pick this up via @guccivault link in bio!

📷: @kelly.ach

#streetweardaily #streetwearbrand #clothinbrands
#streetwearculture #dailystreetwear #undergroundstreetwear
#clothingbrand #staygrounddead #streetwearbrands
#streetwearfashion #avntspace #streetwear #complex #hypebeast
#highsnobiety #undiscovered
#gucci #guccivault #houseoferrors #fully

undiscovered.ig 📍: With @kobbi.banks dropping his "St4tement" Collection for his brand, @bywave.4tf, we reached out to him to get more of an insight behind the collection!

The collection follows a monochromatic colour palette equipped with a range of materials, unique washes and distinct proportions. Each item in the drop is supposed to provide the consumer with a garment that they can express themselves with as they put fits together.

The name of the collection is derived from 2 separate meanings of the word "Statement". Firstly, a statement is defined as denoting something, such as a visually striking piece of clothing that is intended to convey a particular attitude or image. The second meaning of the statement is an expression of an attitude or belief that is made by means of actions.

"It is my way of conveying that the brand is devoted to creating garments with intricacies, quality and uniqueness, whilst continuously building on innovation for the future." - Kobbi Banks

Here's more surrounding the details of the items 📍

- The Silver Surfer Denim has a half zip around the waist and eyelets covering the curve of the front pockets
- The Cr4ck Denim is a straight fit and can be turned into a flared fit through the functional back zip
- The Asyflleece features a heavyweight intertwined knit pattern, with a silver asymmetrical half zip to the high collar and functional zips on the sleeves
- The Riri Max Dress features full printed mesh with a lycra underlayer and a side slit

The dress is the first step in by waves aspirations to expand into high-end womenswear. In fact, the collection as a whole is a precedent for what By Wave will look like in the future, that being the limited use of logos combined with a bigger focus on making distinguishable designs.

To end off, here is what is restocking 📍

- The In(vest) Mosh Knit Sweater
- The black duali-tee collection features a men's vest, a women's crop vest and a women's bodycon dress

undiscovered.ig 📍: Here's a timeline of the shoes @fugazi has dropped in the past 3 years. 📍

Fugazi was born in the midst of the custom sneaker wave. They were one of the first brands to start this wave. After dropping their first custom, they dropped a second colourway of it (white) and eventually switched their attention to customising the Nike dunks. This shoe, would see a much louder design, with Fugazi opting for an all over print style design. The White One in the Chambers even caught the attention of Drake with @trevorgorji reposting Drake wearing them on his story. One thing that should'nt be overlooked is the attention to detail @trevorgorji put into his customs. Compared o others in the wave, he was miles ahead. From the shoelace tips, the logos the insoles and tongue designs, it's clear Trevor didn't want to put a lazy spin on the sneakers.

2021 would see Trevor evolve from this trend into a more mature pieces of footwear. This when we saw Fugazi reimagined Loafers. A shoe that was on the incline at the time and often rocked by a possible inspiration, @feliciathegoat. Trevor dropped 2 colour ways for this. One in black with the Fugazi red highlights and one in fades white/greyish colour. These also feature highlights of Fugazi red.

Trevor then turned his head back into a sneakers with the FATS. These seemed to give a chunkier silhouette to the Margiela replicas. At the time time, chunky sneakers were in.

Fugazi never gave up on their loafer though. They eventually came back with wheat coloured loafers. What I liked about Trevor's loafer series is how they also had the Fugazi coin embedded in the shoes tongue, another instance of Trevor's obsession of paying attention to the fine details.

From August this year, Trevor would set his sights on the outdoors. Dropping both the Bootstraps and the Tibets. Both shoes followed tough and rugged silhouettes designed with attention to detail and you guessed it, Fugazi red highlights.

undiscovered.ig 📍: @drew1wavy is finally launching his clothing brand @maincharact3r 📍

We reached out to him for a better understanding of what his brand is about. Here's what he had to say 📍

"A lot of people are scared to express themselves due to the judgement of other people. Particularly where I'm from in the U.K. where youth are often ostracised for dressing differently meaning everyone ends up looking the same (default skin). But ultimately it's your life and youre the maincharact3r in it Nobody else so you should express your individuality. I see life as a game and you should play it how you want, without letting the opinions of others (NPCs) stop you. You are the star of your own show."

Drew has seen the value in growing a personal brand and leveraging that to grow a business. Drew believes that his Tiktok is his "biggest asset" to market his brand. However, eventually he wants both the brand and him to have separate identities as "it is not simply merch but a brand with a larger message" he wants to "share to society"

Here's more of what we know regarding the drop

- @maincharact3r is launching Sunday 4th December at 5pm GMT
- The first drop will be cargos
- For now the drops will be password protected
- Drops will follow a Limited Model
- To buy items in the future, it will rely on "some sort of skill rather than speed and luck"

Stay tuned on their page 📍 @maincharact3r

📷: @kelly.ach

#cargos #cargocrusader #drew2wavy #ukstreetwear
#streetweardaily #streetwearbrand #clothinbrands
#streetwearculture #dailystreetwear #undergroundstreetwear
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UNDERGROUND AWARD EVENT HELD FOR UNDISCOVERED

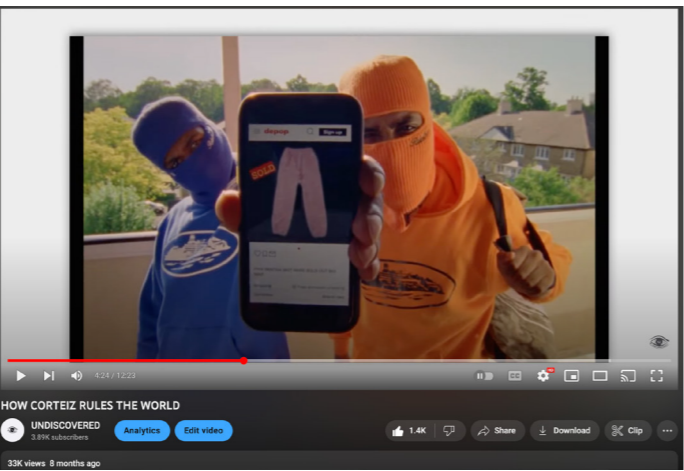


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YOUTUBE VIDEOS



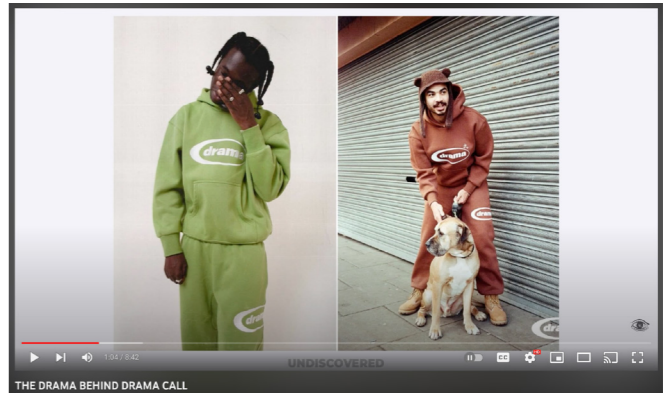
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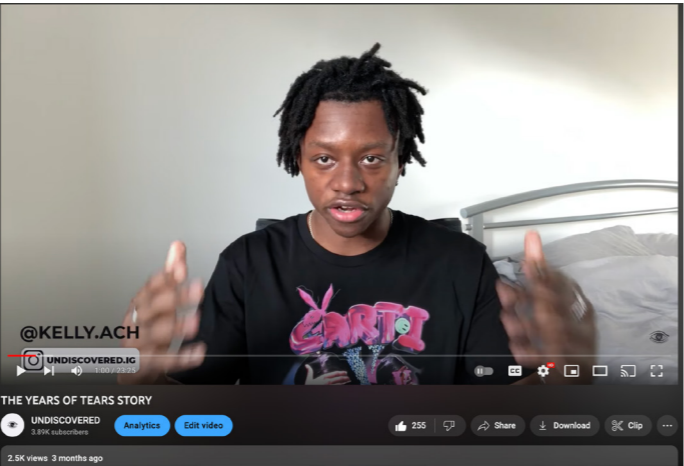
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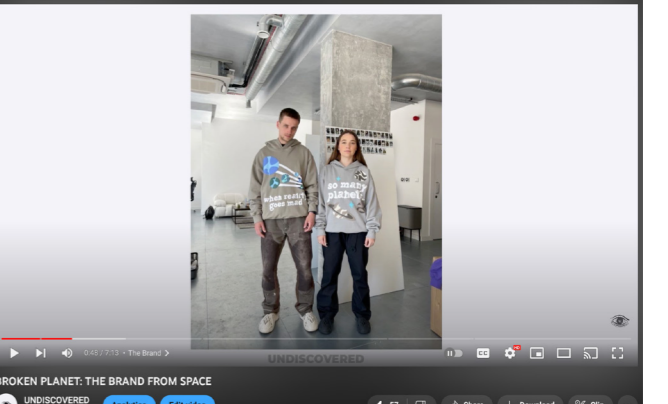
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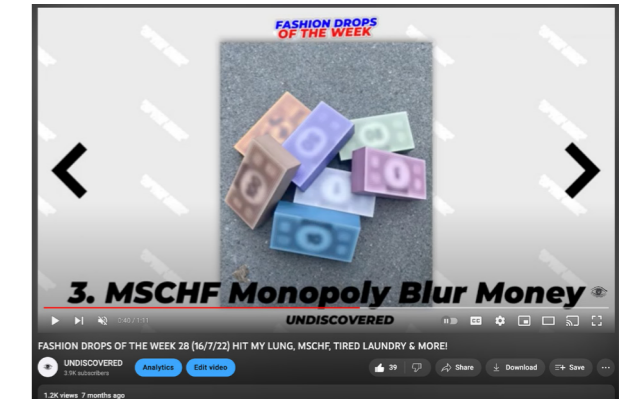
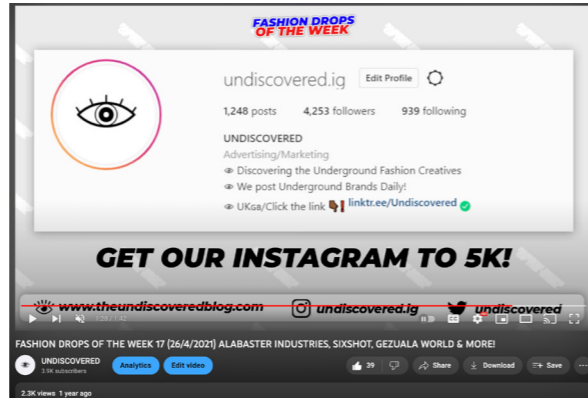
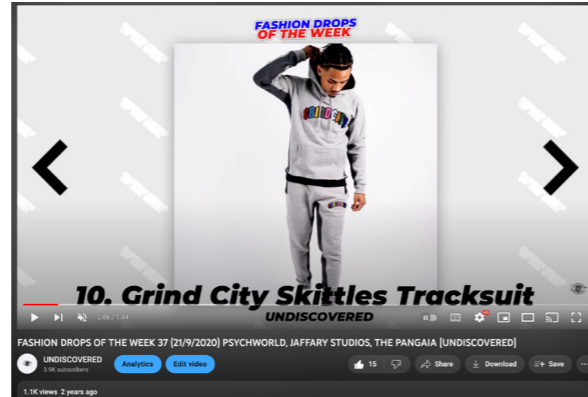
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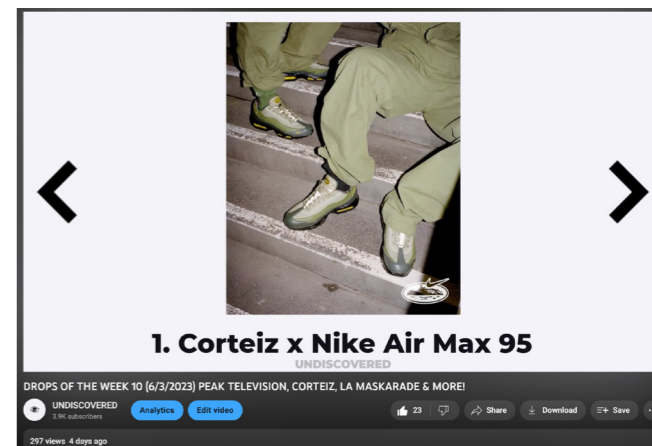
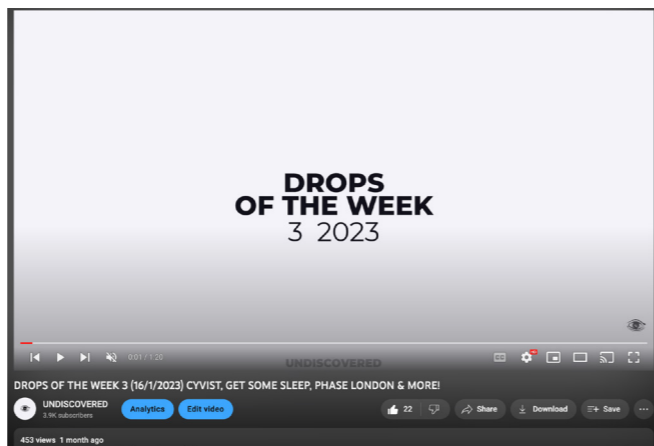
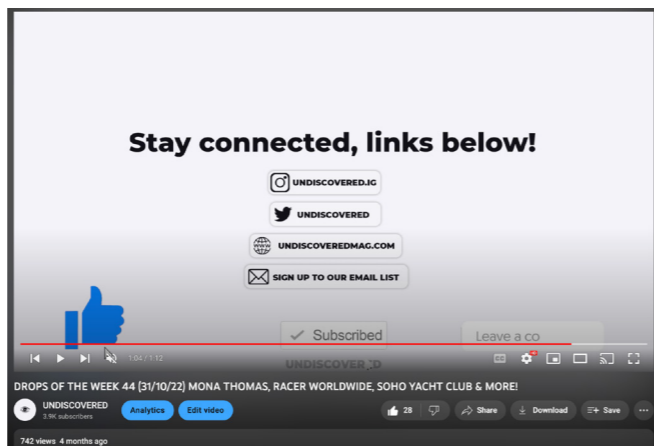
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DROPS OF THE WEEK

A WEEKLY SERIES WHERE I COMPILE THE WEEKS BEST DROPS



POST REVAMP



DISCOVER

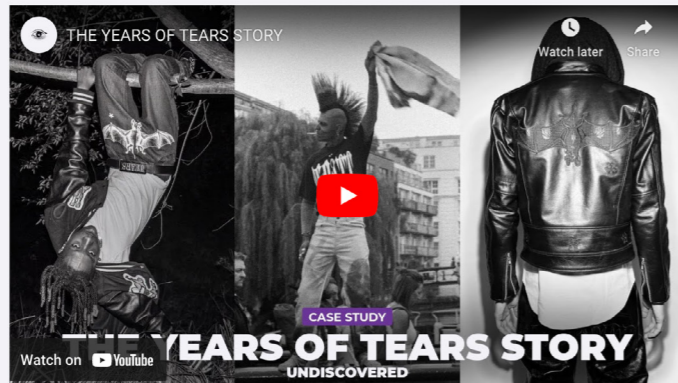
UNDISCOVERED

Instagram Twitter YouTube TikTok STORE

Dec 14, 2022 · 16 min read

THE YEARS OF TEARS STORY

Years of Tears is a clothing brand by SlikSyd founded in 2020, a year after his previous success with BySlik. Syd's road to success was a dynamic one making him one of the most exciting characters in the game. He's gone on to build a loyal, cult-like fan base who have gone hard for whatever he's done. In this video I'll be taking you through that road, from the fit pics, to BySlik to Years of Tears and beyond. Now this video is a long one so sit back, relax and enjoy.



The Years of Tears Story

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The Syd Story

Firstly let's talk about Syd himself. Syd is a young man in his early 20s from the UK. He came over from Zimbabwe with his mum, speaking no english. His mum brought Syd to the UK against tradition, as in Zimbabwe, they are more accustomed to leaving their child behind. This formed part of Syd's motivation and ambition, wanting to do everything to repay his Mum.

She told Syd, "Do what you want to do" and that gave Syd the green light to chase everything he wanted to do. He was balancing BySlik with uni studying Fashion PR and generally believes in education opposed to being a college dropout. He advised people to pick subjects that relate to exactly what they want to do as it comes to an overall more peaceful life.

Syd first got into streetwear after seeing a guy come into school wearing a few streetwear pieces such as the Ozweegos and another time a Bape Shark Hoodie. After initially telling him his Ozweegos were dead, he then went on to research them to get them himself. He actually thought they were good but didn't want the guy to know as he disliked looking like he was copying people. The same happened with the Bape Hoodie in which he asked what brand the guy was wearing. He then went home and researched everything about Bape so that the next day he knew everything about the brand. He even knew the different eras including Pharrell and Nigo. He liked Bape's big and bold designs as they stood out to him. This was important to him as at the time he was shorter than his peers. While it felt natural to him, he also felt isolated because his style garnered a lot of attention in the area he was from. But it also allowed him to influence others who then went on to dress similar to him.

From there, his interest in streetwear just grew, helping him get to where he is today. It also led him to discover Billionaire Boys Club, another one of his favourite brands at the time for similar reasons. He thought the brands go hand in hand. He wanted the same effect with both brands BySlik and Years of Tears. His interest in the brand piqued when he saw Pharrell wearing it and discovered their skate team, Ice Cream.

Syd's relentless curiosity for wanting deeper knowledge on topics is what continuously allowed him to discover more brands and understand the streetwear world. Streetwear got him into skating and along that road he discovered more brands such as Supreme and Fucking

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EMAILS

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Yo!

We just released the newest episode of our Fashion Drops Of The Week Series! This is for the week commencing the 6th of March for the 10th of 2023. It includes drops from Peak Television, Corteiz, LA Maskerade and More!



[The Blog Post!](#)

Stay tuned for next weeks instalment! If you want to be featured on our next episode, be sure to stay in touch via all our social platforms below!

Have a great day!

Yo!

Here is Week 8 of our 2023 roundup email, lets not waste any time and get straight into it!

Instagram Post of the Week



Fashion Drops of the Week Recap

Click the image below to watch if you havnt



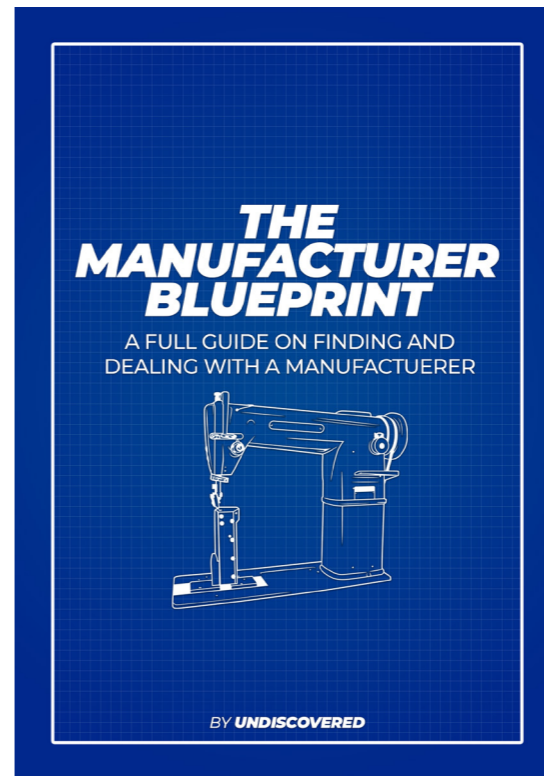
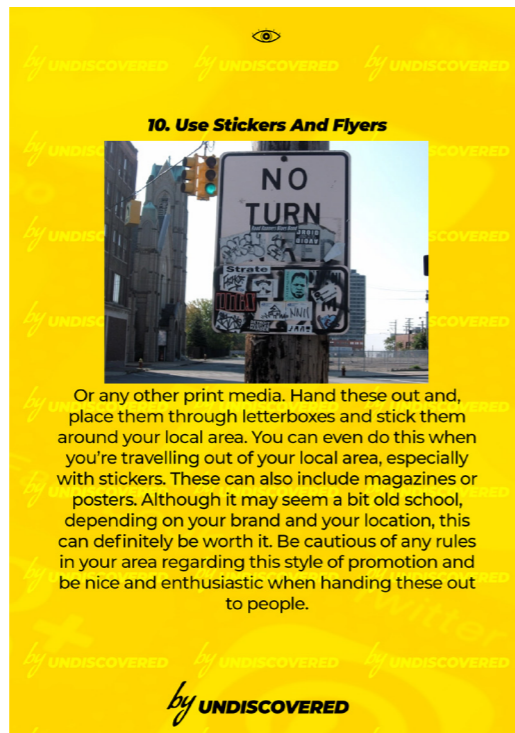
If you have a brand, please help me with this survey to help both us out!

[Take Survey](#)

That's it for the email today, I hope it was a good read. Tune in for next week and spread the word.

If you got any suggestions for what you would like to see let me know!

EBOOKS



- 1 - 11:** How to Find a Manufacturer
- 12 - 22:** Communicating with a Manufacturer and Asking Questions
- 23 - 27:** Shortlisting your Options
- 28 - 29:** Showcasing your Designs
- 30 - 32:** How to Pay your Manufacturer
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