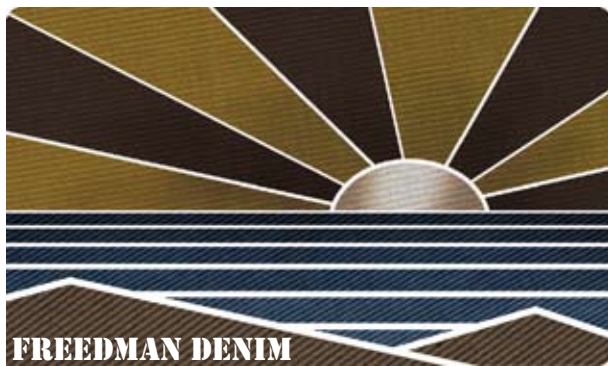


PRESS 2010

FREEDMAN DENIM



the story

California based designer Randy Freedman started his premium men's tailoring shop in 2008. Randy worked as Ben Harper's guitar technician for nearly a decade before departing the rock n' roll industry to create his own clothing collection. It was Randy's focused, unflinching quest to bring back the ultimate in tailoring, responding to the industry's dire need for clothing that possessed the perfect fit. Traveling the world and absorbing a multitude of artistic expression inspired his unique accenting style, which illustrates rich, creative and distinct storytelling touches. The fundamentals of fit, style and quality always compelled Randy when it came to fashion.

An avid collector of vintage shirts for over ten years, Randy experienced an epiphany when he realized that out of the hundreds of shirts hanging in his closet, he would only wear a select few. He set out on a mission to find out what traits those few shirts had in common that made them staples in his wardrobe. It quickly became apparent that fabric and tailoring reflected the cornerstone of the greatest garments. Freedman's design premise is careful tailoring, select fabrics, and unique accenting: tying together all the subtleties of expression with purpose.

Randy mastered the tailoring process while crafting one of a kind, custom-made button downs for musicians and other influential people in the entertainment industry. His travels and ensuing friendships with Ben Harper, Jack Johnson, Marc Ford, G Love, and Donavon Frankenreiter would make up the inner circle for the Freedman Custom Shop to spawn from. Positive feedback inspired his conscious expansion into a comprehensive men's shirt and jacket collection, which is part and parcel to his commitment to the honest delivery of a brand with old-fashioned quality and pure feel.

Freedman's mission resonates on this higher level, a true reflection of Americana: a renewed taste for quality construction, classic style, and pride in bringing things to life with the utmost care. Each and every shirt is handmade in the USA in limited production runs.

Today, the Freedman brothers, Randy and Matt, deliver this vision to you with the ultimate hope that you enjoy each and every garment to the fullest. Finding clothing that is comfortable yet sturdy, soulful, expressive, and versatile has been difficult until now.



Randy Freedman

Founder & Creative Director

FREEDMAN DENIM

HOLIDAY 2010





I have been anticipating the return to men's fashion of the iconic all-American denim workshirt...

Randy Freedman has designed a modern update that is based on our old favorite and is destined to be a new favorite in every 21st century male's closet!

...It has a rugged yet gently worn feel with a tailored fit that can be worn buttoned up as a shirt under a blazer or leather jacket; or can be worn as a jacket with a t-shirt or button-down underneath.

Karen Meena
Vice President, Ron Robinson @ Fred Segal

JIM KRANTZ

JIMKRANTZ.COM

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CYNTHIA HELD: (323) 655-2979



"The Way of the West is a synthesis of still photography, live action footage and animation.

This 'transmedia' project implies a sense of transcendence — of imagery that extends beyond expectations. And that was my point of departure."

— Jim Krantz

THE WAY OF THE WEST

Emmy-award winning editor Josh Bodnar and winner of IPA's 2010 Advertising Photographer of the Year award Jim Krantz, join forces to fuse photography and motion, creating a rich, "transmedia" experience.

(Chicago, IL—August 2010) Two bold-faced names in the industry, editor Josh Bodnar of theWhitehouse and the freshly appointed winner of IPA's 2010 Advertising Photographer of the Year award, Jim Krantz, have come together to create a synthesis of live-action footage, photography and animation in The Way of the West. The ambitious project, which earned Krantz the International Photography Awards' highest distinction in advertising, includes a lush art book and a 90-second 'spot as art.' More broadly, the project has innovated a new collaborative model for the advertising and broadcast industries.

Shot over four days on a massive set in the Colorado mountains, The Way of the West is the first in a series of exploratory projects in which Krantz and Bodnar will fuse stills and motion, creating a product richer than either medium could alone. As the production's live-action director and photographer, Krantz worked with a RED Camera and the Canon EOS 5D. That allowed him to shoot photographs, capture live-action footage and, later, pull stills from the RED Camera motion footage.

That versatile, multidisciplinary approach is a response to tumultuous changes underway in the advertising and broadcast industries. As the web becomes a primary vehicle for content, and traditional media becomes harder to justify, commercial art must incorporate new efficiencies to survive. By capturing both stills for print applications and motion for the web, each production dollar works twice as hard.

Krantz explains his creative vision for The Way of the West: "I recently came across the term, 'transmedia,' which struck me as far more accurate description of this project than the more commonly used phrase, 'multimedia.' More than a jumble of mediums thrown together, 'transmedia' implies a sense of transcendence—of imagery that extends beyond expectations. And that was my point of departure."

The result is a set of modern, expressive images that have a fine art quality, even as they remain within commercially viable parameters.

The partnership between these two artists creates similarly powerful synergies. Bodnar, whose list of accolades includes a 2010 Hugo Award and a 2007 Emmy for his work on Showtime's "Dexter," leapt at the chance to work with Krantz. The commercial artist and winner of IPA's 2010 Advertising Photographer of the Year award, whom Communication Arts profiled in a recent cover story, is also a fine artist, represented in New York's prestigious Danziger Projects Gallery, along with many of the world's most prominent photographers such as Annie Leibovitz, Vik Muniz and Chuck Close.

"I was overjoyed to work with this material," says Bodnar, who's collaborated with Krantz on high fashion projects in the past. "Jim delivered breathtaking footage that set the stage for an unexpected, psychotically cool edit."

EVENTS FOR GENTS

Freedman Shirts Rock American Rag

Wednesday, April 28, 2010, by Lisa Boosin



Marc Ford & Friends

Elizabeth Daniels, 4/10

Saturday evening, **American Rag** threw a party to celebrate **Freedman**. The guys' shirts and jackets line is the baby of former rock-n-roll guitar tech **Randy Freedman** who became obsessed (in the good way) with creating the perfect shirt. After leaving the music job, he spent a few years doing custom-work and tailoring for the music set (**Ben Harper, Jack Johnson, Marc Ford, G Love, and Donavon Frankenreiter** are among those Randy counts as friends and clients). Then, convinced that the world would be a better place if more men could get their hands on well-fitting, well-made and stylish shirts, he decided to offer his shirts to the masses.

The shirts are a little bit country, a little bit rock'n'roll. They're tough but tailored. There's a lot of attention to detail in each shirt: they've thought about buttons, thread colors, the exact placement and shape of the contrasting fabric at the sleeves and shoulders. Most of the shirts in the collection range from \$200 - \$225; as the weather warms, Freedman will offer more lightweight shirts.

Saturday night's soirée included an acoustic set from former **Black Crowes** guitarist Marc Ford. And hot dogs. And lots of people coming out to wish Randy and his Freedman cohort and brother Matt well. Judging by the sheer volume of people, and the number of guys wearing Freedman shirts of their own accord, the brother and their shirts already have a lot of fans. Or should we call them groupies?

• [American Rag](#) [Official Site]

• [Freedman](#) [Official Site]

SUPER-SIZZLING SUMMER DOUBLE ISSUE!

PLAYBOY

ENTERTAINMENT FOR

**SPECIAL REPORT
FUTURE
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RIGHT
SHORT BY FREEDMAN, 12/20. SHORTS
BY SPURGIN, 12/20. TIE-DYED BY MORGAN,
12/20. SHORTS BY MORGAN, 12/20.
SHORTS BY MORGAN, 12/20.
SHORTS BY MORGAN, 12/20.
SHORTS BY MORGAN, 12/20.

BELOW
SHORTS BY FREEDMAN, 12/20. SHORTS
BY SPURGIN, 12/20. TIE-DYED BY MORGAN,
12/20. SHORTS BY MORGAN, 12/20.
SHORTS BY MORGAN, 12/20.
SHORTS BY MORGAN, 12/20.

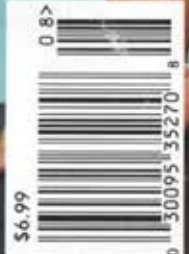


ABOVE
SHORTS BY FREEDMAN, 12/20. SHORTS
BY SPURGIN, 12/20. TIE-DYED BY MORGAN,
12/20. SHORTS BY MORGAN, 12/20.
SHORTS BY MORGAN, 12/20.
SHORTS BY MORGAN, 12/20.



At the end of the day, it's friends before swimsuits.

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SPECIAL MEN'S ISSUE

DUDE AWAKENING

BEN HARPER & L.A.'S
STYLE GUYS OF '09!

NEON-DER-THRALLED

THE BEST OF BESPOKE

L.A. THREADS THAT CO

+PLUS

Coachella or Bust

Mommy & Me Re

Hollywood's Über

Meet D-town's C

& all THE BEST

FREEDMAN DENIM

HOW THE WEST WAS SPUN

Vintage shirt collector **Randy Freedman** had a fashion epiphany—even with hundreds of possibilities, his hand invariably reached for the same choices. What did these shirts have in common? Meticulous craftsmanship, close-to-the-body tailoring, rare fabrics, and Americana style, such as two snap-front pockets ending in a downward point. **Freedman Clothing**, born last year, began with one-of-a-kind made-to-measure button-downs for the likes of musicians Marc Ford, G. Love, Donovan Frankenreiter and Ben Harper—a group Freedman describes as “the perfect inner circle” in which to develop his skills. (Before launching his clothing company, Freedman spent seven years as Harper’s guitar tech.) Now, he’s adding a ready-to-wear line of shirts and jackets, \$189–\$389, for spring, available through his website. And customers can still visit Freedman’s studio or book home appointments for his custom shirts, \$350 and up. 323.333.2987, freedmanclothing.com.



Custom shirts with signature details from Freedman Clothing.

**RYAN
REYNOLDS**
SUPER ANTI-HERO



944

FASHION
ENTERTAINMENT
LIFESTYLE
SEPTEMBER 2009



FREEDMAN DENIM

Before he was a high-end menswear designer, California-based **RANDY FREEDMAN** was responsible for stringing and tuning Ben Harper's guitars on the road. While on tour, the former guitar technician began crafting custom-made button downs for Harper and other musicians like Jack Johnson, Donavon Frankenreiter and G Love, and the rest is history.

Rudy's namesake line of men's shirt and jackets, **FREEDMAN** Custom Shop, makes its worldwide launch with its ready-to-wear Fall/Holiday collection at Fred Segal stores in West Hollywood and Santa Monica. The line consists of fine fabrics, precise tailoring and unique elements, and retail prices range from \$179-\$359.

500 Broadway, Santa Monica
8100 Melrose Avenue, West Hollywood
www.fredsegal.com

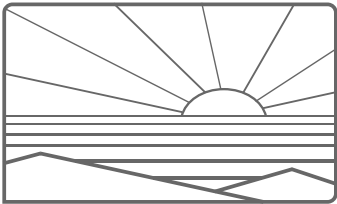
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THE FALL FASHION ISSUE

FREEDMAN DENIM

Matthew McConaughey
Santa Monica, Ca



FREEDMAN DENIM



Leon Mobley
Percussionist - Damian Marley



Nick Hexum
Singer - 311



Chris Traynor
Guitarist - Gavin Rossdale, Helmet

FREEDMAN DENIM



G Love
Musician



Donavon Frankenreiter
Musician



Michael Ward
Guitarist - Ben Harper, The Wallflowers

FREEDMAN DENIM



James Denton
Actor - Desperate Housewives



Jason Kennedy
Host - E! News



Christian Kane
Actor - TNT's Leverage

FREEDMAN DENIM



Artist: Damani
Executive Producer Snoop Dogg

ARSource

Artist Relations/Publicity/Marketing Solutions





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Freedman Clothing gets punk cred with Bad Religion's Hetson

02 March 2010 | Uncategorized | Tags: #in, #E, ARSource, artist relations, bad religion, celebrity, circle jerks, endorsements, Freedman Clothing, greg hetson, linked in, punk, redd kross, social media marketing



Greg Hetson, best known as the guitarist for the influential hardcore punk bands Redd Kross, Circle Jerks and Bad Religion, recently visited with Randy Freedman in the L.A. showroom for Freedman Clothing. There, Greg found a shirt that rocks his unique style. You can find out more about Freedman Clothing at www.freedmanclothing.com and get latest on Greg at many websites including www.myspace.com/greghetson

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www.FREEDMANDENIM.com

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FREEDMAN

RON ROBINSON | Fred Segal

"We are excited to launch Freedman Custom Clothing at Ron Robinson | Fred Segal for many reasons - the exclusivity of the brand, the quality stitched into each garment, and the passion for detail and design that Randy Freedman infuses into each of his custom-made in LA shirts." - Karen Meena (Vice President of Buying and Merchandising)



RONROBINSON | Fred Segal





Trimmed With
Gold Above

SATURDAY, MARCH 13, 2010

Weekend Preview | FREEDMAN's Look Book

FREEDMAN

Freedman Clothing has done it. They have made the rain that has taken over New York that much worse and made me homesick. The folk/rock aesthetic of Freedman hits close to home (and we all know home is where the heart is) with their shirts being named after Southern California cities. And his use of contrasting but not conflicting fabrics and Navajo-pattern accents are yet again amazing. But my favorite this season has to be the Cambria Folk Rock shirt. The corduroy shoulders accents the brown in the plaid pattern perfectly. I will admit the Santa Cruz chambray is a breath of fresh air from the basic ubiquitous chambray. A couple more pictures after the jump.





Freedman Clothing limited edition "Santa Cruz Sunburst" shirt (\$350) available at www.shopa-list.com. For made-to-measure orders, contact **MATT FREEDMAN** at 213-706-6250.

Union "Columbia" long-sleeve T-shirt (\$786) available at **ROYAL HILL**, 3741 E. Thousand Oaks Blvd., Westlake Village, 805-557-1231 or www.royalhillusa.com.

Union "Falcon" jeans (\$158) available at **ROYAL HILL** (see above).

Salt Eyewear "Terry Burlywood" sunglasses (\$315) available at **BLUE BEE MEN**, 923 State St., Santa Barbara, 805-965-1617 or www.bluebeemen.com.

Kewi "Volvo" car key cover (\$25) available for a variety of additional car makes and models at www.KEWISTYLES.com. *805 Living* readers can use promotion code "lckewi15" for a 15-percent discount on any Kewi products.

Me & Ro "Jumpring" bracelet (\$308) available at **BLUE BEE MEN** (see above).

Jamah "Alias" wallets (\$40 each) available at **ROYAL HILL** (see above).

Jeffery Fitzhugh "One Twenty" boots (\$160) available at **LEAP SHOE LOUNGE**, 4774 Park Granada, Calabasas, 818-222-8878 or www.leapshoelounge.com.

Baltazar "Argyle Grommet" belt (\$245) available at **BLUE BEE MEN** (see above).



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Style File: Grant's Custom Shirt Shop

Updated: Friday, 13 Nov 2009, 1:43 PM PST
Published: Friday, 13 Nov 2009, 7:43 AM PST



Video from:
Good Day L.A.

Posted by: Dennis Lovelace

Los Angeles (myFOXla.com) - In Style File, we've got a little something for the guys... it's a new way to buy one of a kind shirts. We'll take a look at the Custom Shop by Randy Freedman at Fred Segal. Check it out.

The Freedman ready-to-wear line is available exclusively in the Los Angeles area at Ron Robinson/Fred Segal's two locations. More information can be found at: www.ronrobinson.com

Beginning next week, limited edition Freedman shirts will be available for purchase www.freedmanclothing.com

• [Style File: Jillian's Fall Essentials](#)

To see video visit myFOXla.com and search **Freedman**.

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SPOTS

CUSTOM CLOTHING

It's one thing to be in on the trend, but you don't want to look like everyone else. This is especially true in fashion-forward LA. One way to buck the trend (while possibly starting a new one) is to rock custom clothes. Viviana and Gardner did just that, opting for shirts and jeans tailored to their specifications.

Freedman Clothing

323.333.2987 / available this fall at Fred Segal

custom shirts start at \$350

Go to link below for video.
<http://lxtv.com/1stlookla/video/9864>

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BLOG

TradeTalk

Posted: August 24, 2009

by Andrew Asch



The Guitar Tech's Next Gig



Former guitar tech Randy Freedman at the debut party for his Americana shirting line, Freedman

The Americana look never goes out of style, according to Randy Freedman. After leading the life of a rambling man and working as a guitar technician for rocker Ben Harper, Freedman, 34, debuted the Freedman line of Americana-inspired shirting. He produced a debut party for the Los Angeles-based line in the Ron Robinson boutique at Fred Segal Santa Monica Aug. 23.

Freedman's take on Americana is composed of shirts with Western and work-style elements constructed out of corduroy and denim. He made it unique by sewing guitar-strap jacquard material on many of the garments as well as his sunburst logo. Retail price points range from \$189 to \$289 for ready-to-wear shirts. Custom shirts cost \$350.

Eventually the novice designer hopes to produce a full line of lifestyle products. His former boss got in the fashion game too. Ben Harper partnered with actor David Arquette and designer David Bedwell to debut fashion line Propr. The Propr crew opened a pop-up shop on Los Angeles' fashionable Abbott Kinney Boulevard in July. Freedman said the music and fashion fields were never exclusive, but more people seem interested in joining them at the hip. "He is (in fashion.) I am. Let's see who's next," Freedman said. For more information, visit [Freedmanclothing.com](#)



Freedman's teal sunburst shirt

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Express yourself. Artists' techniques describe what they wear. (Photo courtesy: Flickr)

Apparel News Daily Reader

Fashion

Artist fashionistas draw their daily outfits. So cute! (Flickr via Unruly-things.com)
"Because of Beyonce, probably." Kelly Cutrone and a psychic predict the trends. (Flypaper)
Cash-strapped Beverly Hills school district fund-raising efforts include a Beverly Hills High School clothing collection (Racked LA) [...more](#)

Business/Industry

Steering a Young Label in Lean Times (Wall Street Journal)
Invista makes a splash at Mode City With Lycra 2.0 Garment Technology and Xtra Life Lycra (Knitting Industry)
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Freedman

12.17.09

Gear from a recovering-famous-person clothier

Available exclusively at American Rag: 1305 Van Ness Ave, near Sutter; Pacific Heights; 415.441.0537

Designers think they've arrived when their clothes are worn by the famous, but really shouldn't you be the one clothed, and doesn't Beckham seem to prefer nudity anyway? Turning his gear your direction, Freedman Clothing.



Debuting in SF this minute, Freedman's a diverse line of vintage-inspired button-downs made for the average Joe, which're characterized by finely tailored, uniquely rad accents and crafted by a dude who got his start

making [one-of-a-kind pieces](#) for musicians like Ben Harper and various Hollywood types including, but not limited to Matthew McConaughey ([swoon](#)). Roughly half the collection's of the denim variety, exemplified by the dark ink "Portland" (with green contrast stitching 'round the pockets and inside the placket), the blue bull "Americana Uniform" (with zigzagging breast pocket flaps and a military-ish shoulder upper-arm patch), and the custom indigo "El Paso", whose main feature's a colorfully woven Mexi-color placket, not to be confused with "Old El Paso", which is [colorfully woven](#) with e coli. There's also a ton of plaid action, like the blue and brown flannel "Cambria" (with reinforced denim shoulders), and the crisp "Los Angeles" silhouette (with metal rivet buttons), which comes in wine/grey, royal/charcoal, and weirdly celebrity obsessed/unable to handle living anywhere but the Marina.

Rounding out the line's a small bevy of corduroy shirts, like the "Austin" in steel cords, with shoulders stitched in more vintage Mexi-color action, and the aforementioned "Cambria" in chestnut brown with front/back shoulder patches scored with stripes that're colorful yet subtle, like your nipples -- when is someone going to make you a damn shirt?

[Check out the collection online, then go hit American Rag](#)

Welcome to The Rundown, a free daily email delivering more fun in less time.

» HeadsUp

» Local Customs

Sport classic shirts with modern cuts from Freedman Clothing

Get casual, custom button-downs without trips to the tailor from **Freedman Clothing**.

Combining his love of **western-style touches and rugged, rock n' roll materials like vintage denim and patterned guitar straps**, Randy Freedman (former stage manager, guitar tech and right-hand man for [Ben Harper](#)) creates shirts with an individual, handmade feel. They look like old favorites but fit even better, thanks to modern features like longer sleeves and slimmer cuts.



During a **quick phone consultation**, Randy will request your measurements to fill out a simple form and help you select from his rare, hand-woven fabrics. "Generally celebs or rock stars come in for multiple fittings and alterations after the shirt is made," he says, "but 90% of people are nailed with the form alone."

Even better, you get **free alterations and repairs for the lifetime of the shirt**, so if you put on a few pounds or lose a few buttons, it's all good.

If you're not ready to go custom yet, look out for his competitively priced production line **coming to menswear stores this spring**.

Freedman

(323) 333-2987

FreedmanDenim.com

Pricing: Custom shirts start at \$350

Delivery Time: 4-6 weeks

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The Rundown is clean editorial. There is no Pay for Play.

HeadsUp

Today's top web video brought to you by **JOHNNIE WALKER**. **Keep Reaching for That Shoe**

Click [here](#) to watch a Coachella party foul who can't seem to get his flip-flops on.

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Black Label, Blue Label, Green Label, Gold...

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All The Rage

THE IMAGE STAFF MUSES ON THE CULTURE OF KEEPING UP APPEARANCES

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Weekend Update: Rachel Pally and Yana K sample sales, Freedman's acoustic event at AmRag, Douglas Hannant does bridal at Saks

April 23, 2010 | 7:00 am

Sample Sales

Beginning Friday and running through May 2, Rachel Pally -- the queen of cotton jersey separates -- is throwing a sample sale featuring 2010 resort looks and last season styles at up to 80% off retail prices. Tops run for about \$40, and dresses range from \$80 to \$120. Major credit cards accepted.

2310 E. 7th St., Suite C100, Los Angeles. (818) 512-9575. 10 a.m. to 7 p.m. Friday. 10 a.m. to 6 p.m. Saturday. 11 a.m. to 4 p.m. Sunday.

On Saturday and Sunday, [Yana K](#) headlines the Pop Lock & SHOP IT! sample sale extravaganza at the London Hotel. Prices start at \$50 to \$100. A percentage of sale proceeds benefit the [Abolish Slavery Coalition](#), which fights human trafficking. Cash only.

1020 N. San Vicente Blvd., West Hollywood. 10 a.m. to 8 p.m.

[Zachary's Smile](#)'s sample sale is on Sunday, featuring its signature White collection along with Mabel, and Zane Leslie Designs. Prices range from \$10 to \$50. Complimentary vino poured for shoppers inside the Silver Lake boutique.

4014 Santa Monica Blvd., Los Angeles. (323) 668-1900. Noon to 6 p.m.

Events

On Saturday, [American Rag](#)'s World Denim Bar launches Freedman's summer shirt collection (from \$199 to \$250) with a live acoustic set by former Black Crowes guitarist Marc Ford at 6 p.m. Snacks and bevvies provided.

150 S. La Brea Ave., Los Angeles. (323) 935-3154. 3 p.m. to 8 p.m.



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Real Estate



What's new in town

Freedman's Fall/Holiday 09 Collection

Westlake Village-based designer Randy Freedman has begun crafting custom one-of-a-kind,

made-to-measure button-downs for discerning men. His ready-to-wear shirts and jackets are tailored with unique accenting elements. FREEDMAN's Fall/Holiday 2009 collection will be available exclusively in Los Angeles at Ron Robinson at Fred Segal. Limited-edition shirts will be available for purchase via <http://freedmanclothing.com>. Pieces range from \$209 - \$389.



Sedona shirt from
FREEDMAN's Fall/
Holiday '09 collection



Los Angeles shirt
from FREEDMAN
Custom Shop



THE ART OF
ELYSIUM
and
FREEDMAN
art workshop



FREEDMAN DENIM

