

# King Love That Company: A Comprehensive Overview of the Brand



## I F\*\*KING LOVE THAT COMPANY: How a New Generation of Brand Builders Is Defining the Post-Amazon World by Bayard Winthrop

★★★★☆ 4 out of 5

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King Love That Company is a fashion-forward brand that has been making waves in the industry. With a focus on quality, sustainability, and innovation, the brand has quickly become a favorite among fashion enthusiasts and celebrities alike. In this article, we will provide a comprehensive overview of King Love That Company, including its history, values, products, and impact on the fashion world.

## History

King Love That Company was founded in 2010 by designer King Barron. Barron, a graduate of Parsons School of Design, had a vision to create a brand that was both stylish and sustainable. He drew inspiration from his

travels around the world, and his designs are often infused with elements of different cultures.

The brand quickly gained recognition for its unique and innovative designs. In 2012, King Love That Company was featured in Vogue magazine, and in 2014, Barron was named one of the "50 Most Influential People in Fashion" by The Hollywood Reporter. Today, the brand is sold in over 100 stores worldwide, and it has been worn by celebrities such as Beyoncé, Rihanna, and Lady Gaga.

## **Values**

King Love That Company is a brand that is driven by its values. The brand believes in quality, sustainability, and innovation.

**Quality:** King Love That Company uses only the finest materials in its products. The brand's garments are made from sustainable and durable fabrics, and they are constructed with the utmost care and attention to detail.

**Sustainability:** King Love That Company is committed to sustainability. The brand uses sustainable fabrics and materials whenever possible, and it works to minimize its environmental impact throughout its supply chain.

**Innovation:** King Love That Company is always pushing the boundaries of fashion innovation. The brand's designs are often groundbreaking and unique, and they often incorporate new and innovative fabrics and techniques.

## **Products**

King Love That Company offers a wide range of products, including clothing, footwear, and accessories. The brand's clothing is known for its stylish and sophisticated designs. The brand's footwear is often edgy and avant-garde, and its accessories are often unique and eye-catching.

In addition to its main line, King Love That Company also offers a number of collaborations with other brands and designers. These collaborations have resulted in some of the brand's most popular and sought-after products.

## **Impact**

King Love That Company has had a significant impact on the fashion world. The brand's unique and innovative designs have helped to redefine the boundaries of fashion. The brand's commitment to quality and sustainability has also helped to raise awareness of these important issues in the fashion industry.

In addition to its impact on the fashion world, King Love That Company has also had a positive impact on the community. The brand has donated to a number of charities, and it has worked to support emerging designers.

King Love That Company is a fashion-forward brand that is making a positive impact on the world. The brand's commitment to quality, sustainability, and innovation is evident in all of its products. If you are looking for a brand that is both stylish and sustainable, then King Love That Company is the perfect choice for you.



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