



**PMK  
CUSTOMS:  
BROOKLYN  
ZOO**

NOVEMBER

**2012**

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**CLIENT NEWS: PMK Customs launches the Brooklyn Zoo**

*“This handmade piece of art was made for the few that become King in an environment where most struggle to survive and where only the bold become Legends by fearless, calculated, predator focus and drive.” explains Andre Scott, CEO of PMK Customs.*

TUFFLUV  
PRODUCTIONS MEDIA  
PITCH

November 2, 2012

Hello-

I would like to pitch my client PMK Customs for an interview and media coverage. PMK Customs have been coined as the “Custom Kings” of sneakers. Recently reconstructing the Air Jordan 1 Bespoke and naming it the Brooklyn Zoo caught the attention of fashion connoisseurs around the world. After a debut on GQ online there was a ripple effect of media attention that soared once word go out that the entertainment mogul Jay-Z, was the first to have the exclusive pair of sneakers. The sneakers are valued at \$10,000.00 and only 10 pair will be made.

The Brooklyn Zoo will continue to change the art of customization as we know it with an official star studded launch party on November 7, in Miami, Florida. Please find the attached documents: Brooklyn Zoo Event Release, Brooklyn Zoo photos, Brooklyn Zoo Unveiling Release, Brooklyn Zoo press clippings and PMK Company Profile. Please feel free to contact us for additional information regarding the Brooklyn Zoo and/or PMK Customs.

Best,

Patrice Horton





# PRESS RELEASE

TUFFLUV SPORTS & ENTERTAINMENT

[WWW.TUFFLUV.ORG](http://WWW.TUFFLUV.ORG)

## NEWS INFORMATION

RELEASE DATE: IMMEDIATE RELEASE:

### The Brooklyn Zoo Exclusive Launch Event

CLEVELAND, OH, (PRWEB) 2, November, 2012. PMK Customs took the world by storm with the Brooklyn Zoo; once the recreation of the Jordan 1 was featured on GQ it made a major impact on customization as we know it. The PMK Custom Kings created yet another masterpiece that has turned the heads of everyone who has encountered it. The first hand reconstructed exotic bespoke Jordan 1 is so rare in form that there will only be 10 sneakers made; the highly anticipated Brooklyn Zoo caught the eye of mogul Jay Z who got the very first pair before they were available to the public. ***"This handmade piece of art was made for the few that become King in an environment where most struggle to survive and where only the bold become Legends by fearless, calculated, predator focus and drive."*** explains Andre Scott, CEO of PMK Customs.

The Brooklyn Zoo is proving to be just as controversial as the original model; with the combination of Alligator, Stingray, Python, Ostrich, Crocodile, Lizard, Elephant, Boa and Calf it only makes sense that the beast has its own exclusive star studded event is sponsored by D'usse and will be held at UNKNWN in Miami, Florida just before the Miami Heat and Brooklyn Nets game.

### UNKNWN

19501 Biscayne Blvd., Aventura, Florida 34180.

Wednesday, November 7, 2012 from 4PM-7PM

In additional TuffLuv Productions would like to thank you for your time, our primary responsibility is to provide professional services to our clientele in an effort to promote an ongoing positive public image. Interviews are welcomed and encouraged and if you are interested in attending this event please contact us for media credentials and for additional information about PMK Customs feel to visit

[www.pmkcustoms.com](http://www.pmkcustoms.com)

### CONTACT:

Patrice Horton

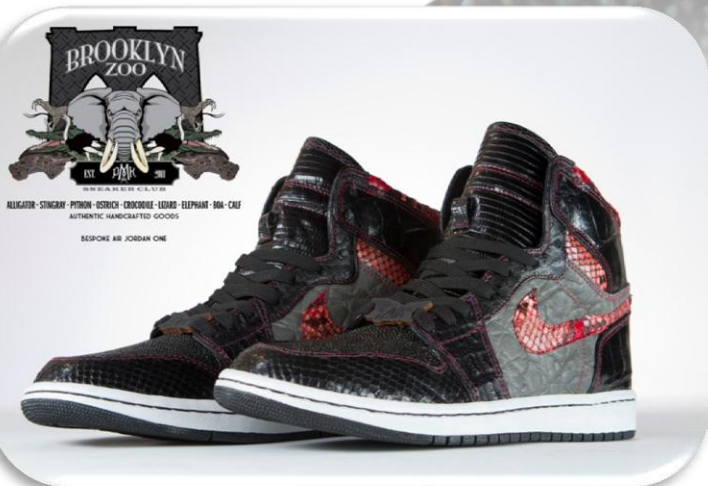
216.269.5114

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# The Brooklyn Zoo Jordan 1





# PRESS RELEASE

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## NEWS INFORMATION

RELEASE DATE: IMMEDIATE RELEASE:

### The PMK Custom Kings Unleash The Brooklyn Zoo

CLEVELAND, OH, (PRWEB) 2, October, 2012. Perfectly Made Kicks aka PMK Customs has proven their extraordinary design acumen and fearless nature with the world's first hand reconstructed exotic bespoke Jordan 1.

The **Brooklyn Zoo Jordan 1** was cut from the concept of how the original Jordan 1's game changing controversial model was banned from the game for its individual style at the time of its debut. The **Brooklyn Zoo** bespoke Jordan embodies the metaphoric nature of diamonds being made in the rough. This handmade piece of art was made for the few that become King in an environment where most struggle to survive and where only the bold become Legends by fearless, calculated, predator focus and drive.

The **Brooklyn Zoo 1's** cannot be tamed with an elaborate combination of Alligator, Stingray, Python, Ostrich, Crocodile, Lizard, Elephant, Boa and Calf intricately cut to transform the Jordan 1 from a basketball sneaker into the world's most daring and dapper sneaker concepts known to man.

#### Also seen on GQ:

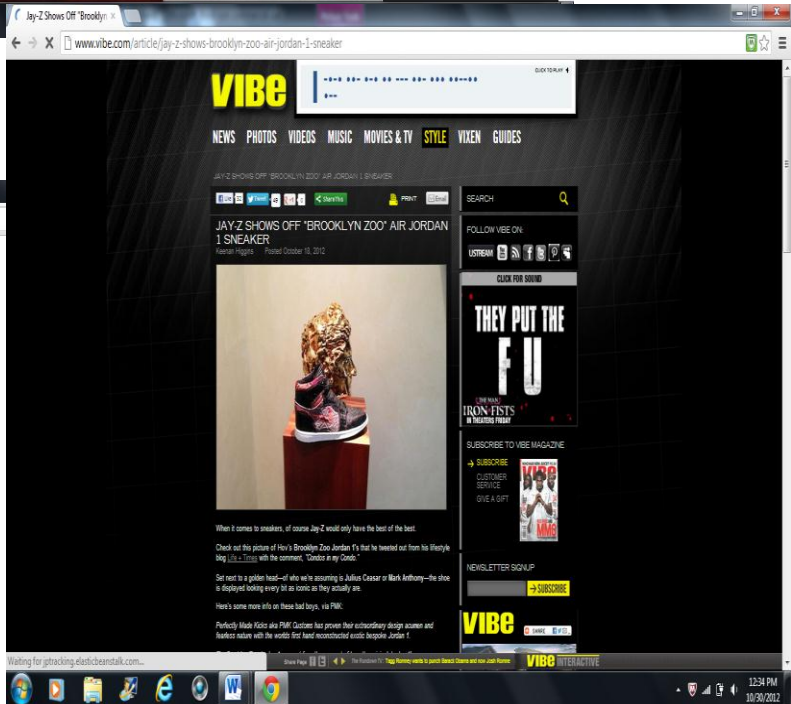
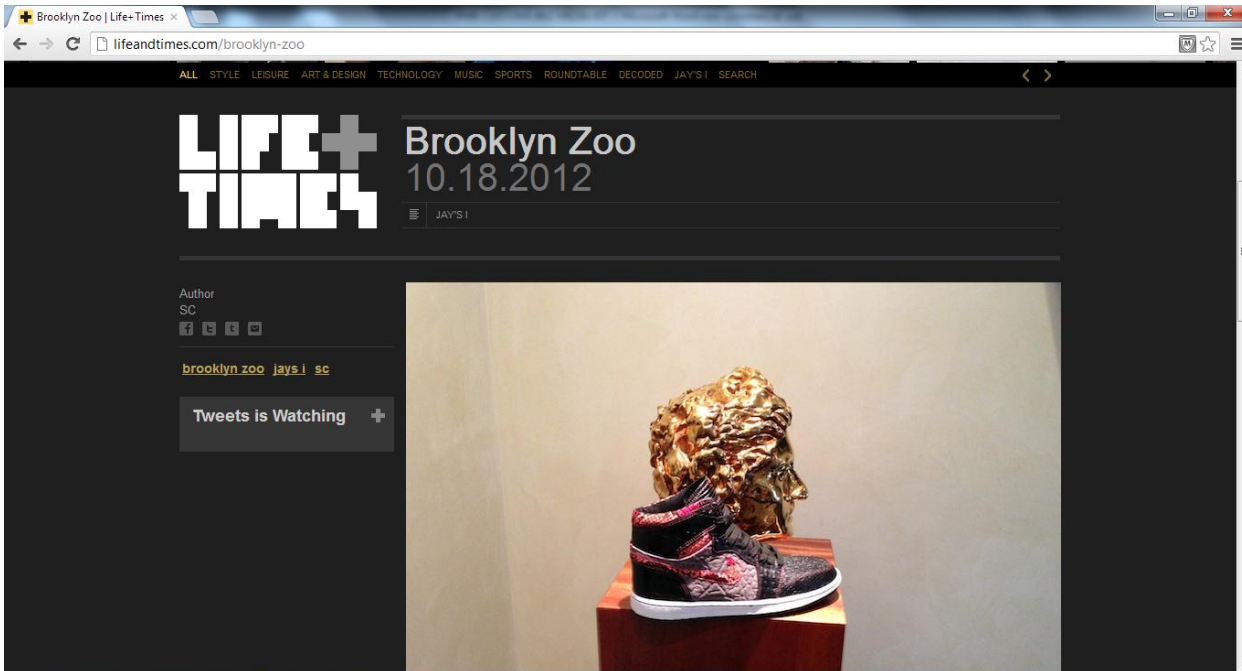
<http://www.gq.com/style/blogs/the-gq-eye/2012/10/sneaker-grail-of-the-day-brooklyn-zoo-jordan-1.html>

For more information about PMK Customs, please call Patrice Horton 216.269.5114, email [patrice@tuffluv.org](mailto:patrice@tuffluv.org) and visit PMK Customs website [www.pmkcustoms.com](http://www.pmkcustoms.com)

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# Press Clippings



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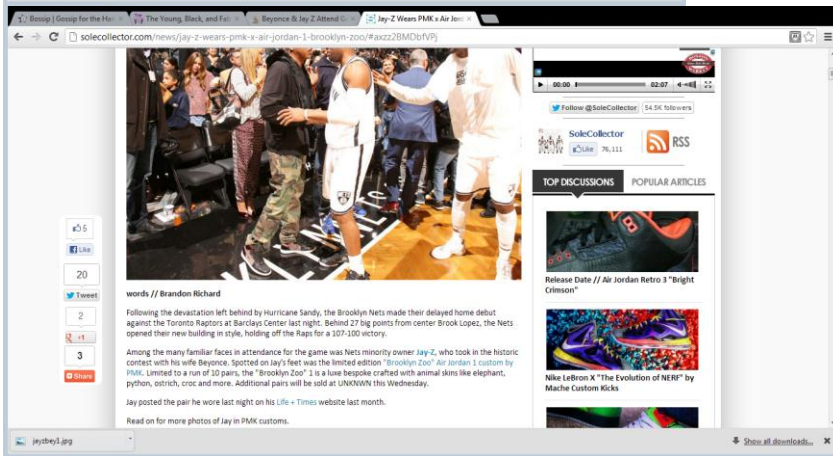
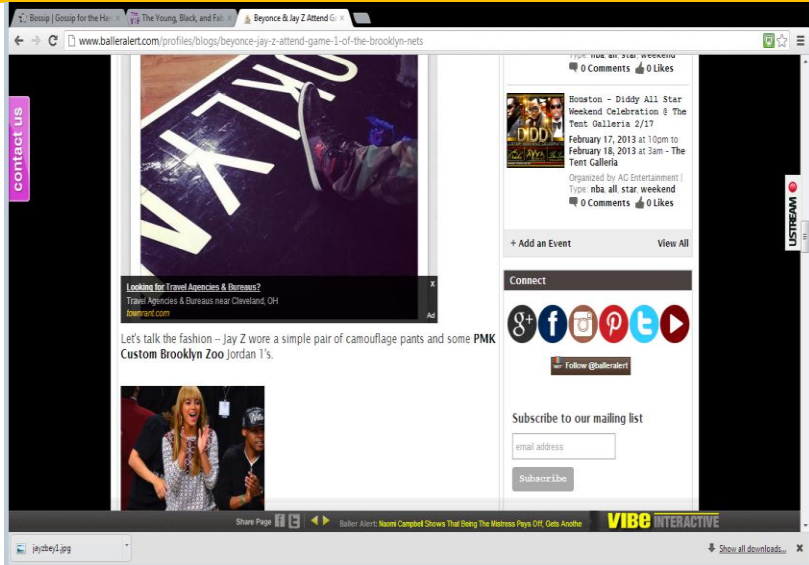
This screenshot shows the Z107.9 website with an article titled "GLAM STYLE: PMK Presents Brooklyn Zoo Jordan 1" by Bijou Star, dated October 3, 2012. The article features a large image of a custom Air Jordan 1 sneaker with a "Brooklyn Zoo" theme. The website header includes the Z107.9 logo and navigation links for various music-related categories like "Z107.9", "HOMI JAMZ", "Z-TALENT", etc. A sidebar on the right contains social media links and a search bar.

This screenshot shows the Kicks On Fire website with an article titled "AIR JORDAN 1 'BROOKLYN ZOO' CUSTOM" by Ian Stonebrook, dated October 1, 2012. The article features a large image of the custom sneaker and a detailed description of its design, which incorporates animal prints. The website has a red navigation bar and a sidebar with "CURRENTLY TRENDING" items. A social media share bar is visible at the bottom of the article.

This screenshot shows the Nice Kicks website with an article titled "AIR JORDAN 1 'BROOKLYN ZOO' CUSTOM" by Ian Stonebrook, dated 23 days ago. The article features a large image of the custom sneaker and a detailed description of its design. The website has a white navigation bar and a sidebar with "TRENDING TOP KICKS". A social media share bar is visible at the bottom of the article.



# Press Clippings

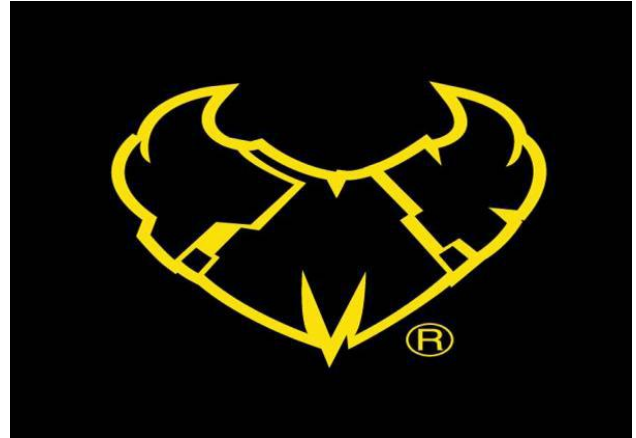




# PMK CUSTOMS

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PMK Customs is a custom sneaker company that was originally created to provide customers with hand painted custom footwear options. The company's savvy marketing practices and strong sneaker blog presence has helped the company evolve from developing 1 of 1 custom footwear options to providing brand management and fashion consulting services for global brands, such as Puma, Kraft foods, and Microsoft.



**For additional information contact:**

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Visit [www.pmkcustoms.com](http://www.pmkcustoms.com)

