

# Etu Evans



CELEBRITY SHOE DESIGNER  PHILANTHROPIST  SPEAKER

## CELEBRITY SHOE DESIGNER, PHILANTHROPIST & SPEAKER

**ETU EVANS**, shoe designer to the stars, is a creator of bespoke footwear that seemingly makes clothes optional. The former behavioral therapist turned shoe therapist is the quintessential renaissance man. Evans has been hailed by Footwear News as the prince of luxe footwear and the new media darling by FashionWindows.com. Timeout New York reports, “his sexy irreverent heels have earned him the nickname Harlem Blahnik, and the shoe fits.” Shuz Magazine has dubbed him as “the strongest contender in the Manolo Blahnik, and the Jimmy Choo arena.” The NY Post agrees; stating: Etu Evans has turned the world upside down on its stiletto heel.” Etu’s purple soles and immaculate style have distinguished him from his contemporaries. He was strongly influenced by his grandmother, Queen Esther, who would make Evans practice his speeches with her hairbrush as his microphone, and insisted his opinion on what shoes and jewels she should wear.



The formerly learning disabled student Evans is 4.0 graduate of Columbia University with a degree in Applied Behavioral Science and a Cum Laude graduate of South Carolina State University. He pursued his creative studies at The Parsons School of Design and obtained an Associates degree from the Fashion Institute of Technology in footwear and accessories. He has served as an Adjunct Professor at Berkeley and Medgar Evers College in New York. Evans implemented behavioral programs for the affluent in France and Italy. He is a highly sought after motivational speaker and licensed minister. Les Brown is quoted as stating, “ if you have a dream you want to make happen, this is the person you must listen to.”

In 1993, Etu Evans established his LLC, designing millinery and jewelry and has since expanded to include footwear and accessories. The beguiling creations of Etu Evans have captured the attention of Ducatti, Parisian fashionistas and publications such as German Vogue, Harpers Bazaar, Spanish Marie Claire, Essence, GQ, In Style (UK), Women’s Wear Daily, Ebony (30 Leaders of the Future), and Black Enterprise. His designs have adorned the soles of Halle Berry, Beyonce, Tyra Banks, Solange Knowles, Alex McCord, Sharon Stone, Queen Latifah, Erikah Badu and Andre 3000, to name a few. He has been featured on the hottest on the Hottest Designer segment of The View, VH1’s The Fabulous Life of Tyra Banks, America’s Next Top Model, Good Morning America, Fox 5’s Good Day New York and Access Hollywood. Evans high heeled success has been saluted by Hilary Clinton, Bell South and featured at Mercedes Benz fashion week. Evans concedes, “Etu Evans™ is the Republic of Style...the mark of the fashion cognoscenti.” He uses his behavioral training to capture the character of his subjects through sensual curves and lines found in the aesthetic of his greyhound mascot. Fashion writer Jennifer Cattau declares, “Evans shoes possess an inexplicable aphrodisiac property much like the sweets de resistance in Chocolat. Women and men alike find lack of control when left amongst the sensuous soles of his shoes.” Evans has been recognized as the Tony Shopping Award recipient from Time Out New York; Crain’s New York Small Business of the Year and Project Enterprise New York Entrepreneur of the Year. He has also been recognized as a Man of influence by the National Urban League, as the face of Martell’s Cognac’s “Rise Above” ad campaign saluting visionary men, and as a Public Citizen of the Year by the National Association of Social Workers. He was acknowledged for design excellence in the “Catch the Designer” campaign and awarded by New York State Senator Bill Perkins a proclamation for outstanding service to the world of fashion.

Evans’ philanthropic efforts were honored by Burger King’s Everyday Heroes National Campaign and by Omega Psi Phi Fraternity, Inc, as the 2<sup>nd</sup> District Citizen of the Year. He is also a Public Service recipient by New York State Mayor Andrew Cuomo. In 1994, the gifted and enigmatic intellectual founded the Solesville Foundation, a nonprofit dedicated to helping people get on their feet through shoe and toy drive distributions, and advocacy of sexual disease prevention, trafficking and abuse. Solesville is committed to its motto, “ Saving soles one step at a time” and donates shoes to Africa, South America, the Caribbean and the United States. Evans also founded The Purple Boot initiative (PBI), a scientifically CABAS based mentoring, fatherhood initiative, and leadership case study for boys’ ages 7-11 in Harlem , NY, Maryland, Atlanta and North Carolina.. His magnificent obsession is to open an all boys academy focused on education and enterprise. For Evans’ next steps follow his purple footprints.

## CELEBRITIES

Alex McCord (NY Housewives)  
Andre’ 3000  
Aretha Franklin  
Beyoncé  
Cast of HBO The Wire  
Chris Tucker  
Cynthia Bailey (Atlanta Housewives)  
Da Band (P. Diddy)  
Danny Glover  
Debbie Morgan  
Ericka Alexander  
Eric Benet  
Eryka Badu  
Halle Berry  
Hezekiah Walker  
Hilary Clinton (Endorsement)  
Iman  
John Singleton  
Kelis  
CeCe Peniston  
Kelly Price  
Kim Field’s  
Kim Porter  
Michael B. Jordan  
Mo’Nique  
Naima (America’s Top Model Winner)  
Roshumba  
Sasha (Reggae)  
Queen Latifah  
Solange Knowles  
Sonia Sanchez  
Steve Harvey  
SWV  
Sharon Stone  
Tocorra  
Tonya Pinkens  
Total  
Toukie Smith  
Tyra Banks  
Yaya DaCosta

## TELEVISION/FILM

Access Hollywood  
America’s Next Top Model  
Apollo Theater  
Awareness  
BET Style  
Beauty Within TV  
Buzz TV  
Channel 2 (New York)  
Color of Golf  
Columbia University News Tonight  
ETV  
Fox 5 News  
French TV  
Good Day New York  
Hill & Gulley (F)  
Hard Copy  
Orangeburg Inside Out (SC)  
Low Ball (F)  
Metro Café  
MNN Manhattan Neighborhood  
Network (New York)

MTV  
The System Within  
The View  
TV One  
The Wire  
Tyra Banks Show  
UPN9 (Fashion House)  
Urban Chic Documentary (F)  
VH1  
WIS 10 (South Carolina)  
WRGP (New York)

## MAGAZINES

Accent  
Allure  
Belle  
Black Elegance  
Black Enterprise  
Chronic  
Controversy  
Crain’s New York Business  
Drum (London)  
Ebony  
Elite Traveler  
Elle  
Embrace  
Essence  
Fader  
Fashion Fetish  
Favor  
Floss (Cover)  
Footwear News  
Gentlemen’s Options  
German Architecture & Living  
Vogue (Germany)  
GQ  
Harlem World (Magazine Cover)  
Harper’s Bazaar  
Heart & Soul  
Hombre  
Honey  
Hype Hair  
In Style (UK)  
Industry Status  
Iodonna (Italy)  
Jet  
Jewel  
King  
LAG  
Latina  
MAMI  
Marie Claire (Spain)  
Mega  
Metro Source  
Monarch  
MXWL  
Network Journal  
Odyssey Couleur  
Omegan  
Oracle  
Platinum Plus  
Rime  
Savoy  
SC State University Review

Senken (Japan)  
Shuz (Magazine Cover)  
Sister 2 Sister  
Sophisticates  
Spoon  
SSX  
Stitch (Magazine Cover)  
The African  
The Positive Community  
The Source  
Time Out New York  
Today’s Beauty (DC)  
Today’s Black Man  
Today’s Black Women  
Try It Yourself  
Un Chin  
Uroda (Poland)  
Upscale  
Urban Influences  
VIBE  
Washington View  
XXL  
YSB  
Zink

## NEWSPAPERS

Amsterdam News (NY)  
Arizona Business Journal  
Atlanta Journal Constitution (GA)  
Black Voice (SC)  
Carib News (NY)  
Convent Courier NY)  
Crain’s NY Business  
Daily News Record (NY)  
El Diario (NY)  
Footwear News (NY)  
Harlem Day Charter School (Newsletter)  
Harlem Times (NY)  
Home Furnishing News (NY)  
New American (NY)  
New Jersey Times  
New York Daily News  
New York Post  
New York Times  
Phoenix Business Journal  
Rolling Out (GA)  
San Francisco Business  
SCSU Alumni News (SC)  
Senken (Japan)  
Sir Speedy Printing (National Newsletter)  
Star Ledger (NJ)  
TC News (Columbia University)  
The Citizen (NY)  
The Collegian (SCSU)  
The Griot  
The New York Times  
The Huffington Post  
The Omegan (NY)  
The State (SC)  
The Sunday Journal (DC)  
Times & Democrat (SC)  
Todays Beauty Trends (DC)  
White Plains Inquirer (NY)  
W7 (Fashion Institute of Technology – NY)

## **RADIO**

Joy Keys  
LMB Network  
Your Best Life Ever  
The Good Life Radio  
V103 Chicago Speaks (Chicago)  
WBLS 107.5 (New York)  
WHER 90.3 (New York)  
South African Radio (SAR.com)

## **FASHION SHOWS**

Mercedes Benz Fashion Week (NY)  
Jamaica Fashion Week (West Indies)  
Macy's Bridge Collection (Atlanta)  
Congressional Black Caucus (Washington, D.C.)

## **AD CAMPAIGNES**

135<sup>th</sup> Street Agency  
American Express Freedom Card  
B. Oyanna Homme  
Bell South  
Bloomingdales  
Burger King  
Catch the Designers (Macy's)  
Crème of Nature  
Def on Demand (Russell Simmons)  
Martell Cognac  
McDonald's  
Polished Cosmetics (Voiceover)  
WBLS Radio (Voiceover)  
Seagram's

## **MUSEUMS**

Morris Museum, NJ  
Schomburg Museum, NY  
City Museum of New York

## **FASHION STYLIST *and* IMAGE CONSULTANT**

Network Journal (Magazine Cover)  
Harlem World (Magazine Cover)  
Embrace (Magazine Cover)  
Beauty Within TV  
Titus Enterprise Conference (NJ)  
Dream Lake Enterprise  
Averin Tyler & 1421 Band

## **PRIVATE LABEL DESIGNS**

Harlem Textile Works  
Ducati (Italy)  
Payless  
Planet Harlem  
Mutt & McKinley

## **BOOKS**

Black Fashion America  
Dear Life, Here I Am Sincerely Andrea  
Lynn Samuels  
Complimentary Biography (Encyclopedia)  
Pretty Ugly: A Harlem Situation  
Manifest X.O.

## **CATALOGUES/CALENDARS**

Apollo Theater Calendar  
Bell South Calendar  
Essence E Style Catalogue

## **VIDEO**

Avant (Read Your Mind)  
Father MC (I Beeped You)  
Heavy D and the Bo (Nuttin' But Love)  
Jay-Z (Can't Knock the Hustler)

## **RESTAURANT**

Amy Ruth's Menu - Harlem, NY

## **INTERIOR/FLORAL DESIGN**

Byron Cage (Residence)  
Elim Atrium/Offices  
Jewel Magazine  
Harlem World (Magazine Cover)  
Time Out New York  
The State (Orangeburg, SC)  
Willie's Upholstery Shop (Hilton Head, SC)

## ***SPEAKING ENGAGEMENTS:***

### ***EDUCATIONAL INSTITUTIONS***

Art Institute of Chicago- Illinois  
Berkeley College- (NY)  
City College - (NY)  
Claflin University - Orangeburg, SC  
College of Charleston (Keynote) - Charleston, SC  
Columbia University (Keynote)-(NY)  
Democracy Prep School- (NY)  
Fashion Institute of Technology- New York  
Harlem Day Charter School - New York  
Howard University- Washington, DC  
Marshall Elementary School- Orangeburg, SC  
Medgar Evers College- Brooklyn, NY  
Norman Thomas High School - (NY)  
Parsons School of Design- (NY)  
P.S 261 (Keynote)- (NY)  
P.S. 129 (Keynote)- (NY)  
SC State University- Orangeburg, SC  
Thurgood Marshall Academy-(NY)  
University of Chicago Illinois- Chicago, IL

### ***CORPORATE, CIVIC and NON - PROFIT***

American Express - (NY)  
Bank of America Round Table - (NY)  
Bailey's Bash- Charleston, SC  
Bear Sterns- (NY)  
Carolina Youth Development - (NY)  
Center for an Urban Future - (NY)  
Children's AIDS Society - (NY)  
Crain's New York Breakfast - (NY)  
Department of Social Services - Orangeburg, SC  
911 Code Orange Panelist - (NY)  
Financo - (NY)  
Goldman Sachs - (NY)  
Institute of Youth Entrepreneurship - (NY)  
Junior Achievement - (NY)

Martell Cognac National Spokesman - (NY) & Paris  
National Assoc. of Social Worker (Keynote) Myrtle Beach, SC  
National Urban League - (NY)  
New York Dominican Officers Assoc.-(NY)  
Project Enterprise- New York, NY  
Project G.R.O.W.T.H (Atlanta)  
Tied To Greatness Tour - (NY)  
Toast Masters - (NY)  
Titus Enterprises - (NY)  
Vienna Chamber of Commerce - (NY)  
Women's Wear Daily (WWD) Retail Forum - (NY)  
Xerox - (NY)

## ***SPIRITUAL EMPOWERMENT***

Abyssinian Baptist Church - (NY)  
Bethel Baptist Church - White Plains, NY  
Bull Swamp Baptist Church - Orangeburg, SC  
Convent Avenue Baptist Church - Orangeburg, SC  
Episcopal Church of Crucifixion - (NY)  
Gates of Praise- White Plains, NY  
Leader's Oratorical Religious Debates- Orangeburg, SC  
Riverdale Baptist Church - (NY)

## ***CONFERENCES***

Black Enterprise Conf. - Dallas, Texas  
International Behavioral Conf.- Washington, DC  
(MOBE) Marketing Opportunities in Business Conf.- NY  
Velvet Suite Conf. (Phipps)-Atlanta, Ga  
Whose the Boss Conference - (NY)

## ***PANHELLENIC***

Omega Psi Phi Fraternity, Inc.:  
2<sup>nd</sup> District Fatherhood Initiative & Forum - Philadelphia, Pa  
2<sup>nd</sup> District Conference- Rochester, NY  
Beta Alpha Alpha Scholarship Luncheon (Keynote) White Plains, NY  
Omicron Iota Scholarship Breakfast (Keynote) New Rochelle, NY

### ***Delta Sigma Theta Sorority, Inc.:***

East Kings County EMBODI Program- Brooklyn, NY  
Alpha Kappa Alpha Sorority, Inc.  
Epsilon Pi Omega Scholarship Dinner (Commentator)- Long Island, NY  
Iota Theta Zeta Chapter Zeta Phi Beta Sorority, Inc. Scholarship Gala (Keynote)- Long Island, NY



# ETUEVANS

"He's one of the hottest shoe designers in the business. Beyonce bounces in his footwear, Tyra Banks says she's a fan and Lil Kim has strapped on some boots for a sexy photo shoot."

-Heather Fletcher,  
New York Daily News



"Etu Evans has turned the world upside down on it's stiletto heel."

.....New York Post

45 ELITE mode + CULTURE

## PICK UP AN ACCENT

The season's new accessories suit many a mood. Transform your look—from savage to sweet, masculine to mod—by adding a few small pieces that make for big impact.

PHOTOGRAPHED BY JAMES FRASER  
STYLED BY LAURIE SCHECHTER

## second skin

18K gold, pink and green kunzite, tourmaline, and citrine earrings, \$7,875; Anthony Nak. Black cashmere shawl with silver fox and leather fringe, \$895; David Goodman. "The Sunset Boot" calfskin leather boot, \$950. "Greater Kudu Horn #11" calfskin handbag, \$1,990; Etu Evans Footwear & Accessories. Drytag fur blanket with cashmere lining, \$8,750; Agnona.





"Etu brings something more thrilling to fashion than another boring, strappy black sandal.  
If they're special enough for celebs, the rest of  
us should be happy we now have access."

Pamela Edwards  
Senior Fashion and Beauty Editor  
Essence Magazine





Etu Evans





"If you have yet to experience the nouveau sexy styles of Etu Evans get ready to jump in foot first. His designs are a breath of fresh air blowing through the ranks of Couture everywhere."

Shuz Magazine





**WORKPLACE:  
EMPLOYEE  
LAWSUITS  
SOAR EVEN  
AS ECONOMY  
REBOUNDS**  
PAGE 23

# CRAIN'S



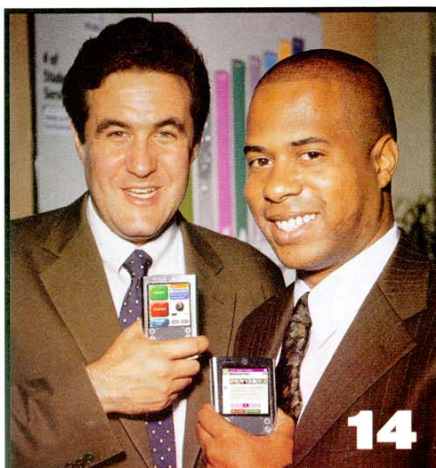
**Special Report:**  
6 Small Business  
Winners Page 11

Vol. XX, No. 32 www.crainsny.com

**NEW YORK BUSINESS®**

Aug. 9-15, 2004 Price: \$3.00

## **SPECIAL REPORT** SMALL BUSINESS



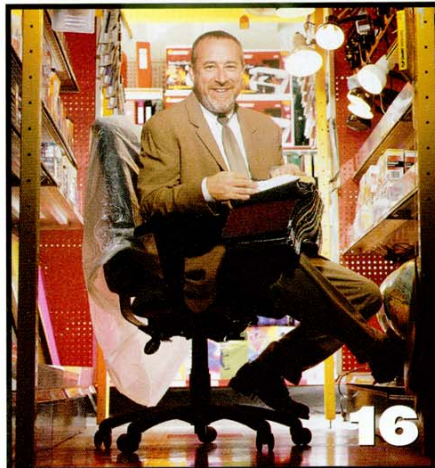
LARRY BERGER, GREG GUNN, Wireless Generation

14



DAVE LENOVITZ, JULIE GAINES, Fishes Eddy

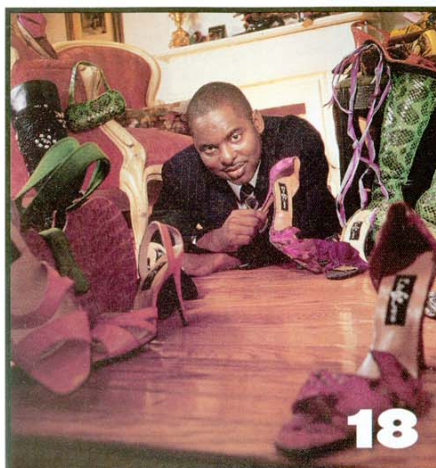
16



ROBERT PECK, Peck's Office Plus

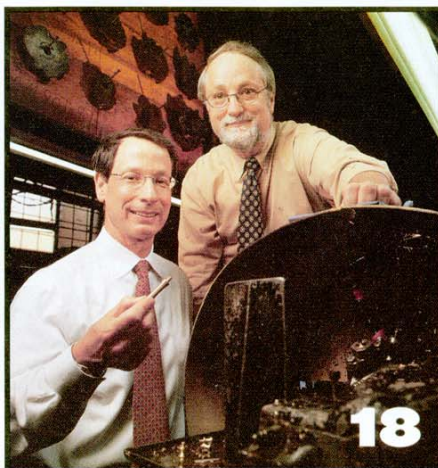
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# New York's Top Entrepreneurs



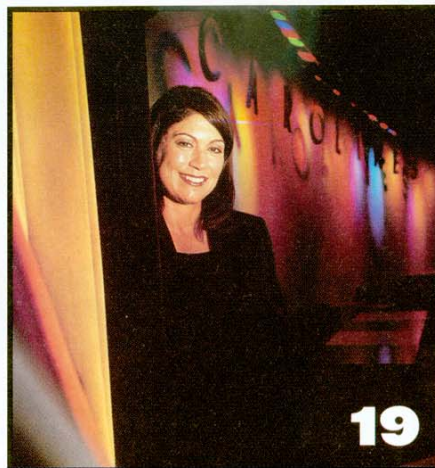
ETU EVANS, Etu Evans LLC

18



PETER AND DAVID ZUCKERWISE, Liberty Brass Turning Co.

18



CAROLINE HIRSCH, Carolines on Broadway

19



An advertisement for B. Oyama, a men's clothing boutique. The background is a well-stocked closet or store interior with shelves of folded shirts and ties, and a rack of hanging suits. Two men are featured: one standing in the background wearing a dark suit, pink checkered shirt, and green tie; the other sitting in the foreground wearing a light-colored checkered blazer over a green shirt. The text 'Harlem's' is written in a large, elegant script, followed by 'premiere destination for the Man of distinction.' in a smaller, sans-serif font. Below this, a list of services is provided in a bold, sans-serif font. At the bottom, the brand name 'B. Oyama' is prominently displayed in a large, serif font, with the address, phone number, and website below it.

*Harlem's*  
premiere destination for the  
Man of distinction.

Ties Shirts Sweaters Cufflinks Custom  
Tailoring Wardrobe Image Consulting  
Women's Suits and Shirts available

**B. Oyama**

2330 7th ave. | 212.234.5128 | [www.boyamahomme.com](http://www.boyamahomme.com)




AROUND THE BLOCK, AROUND THE WORLD

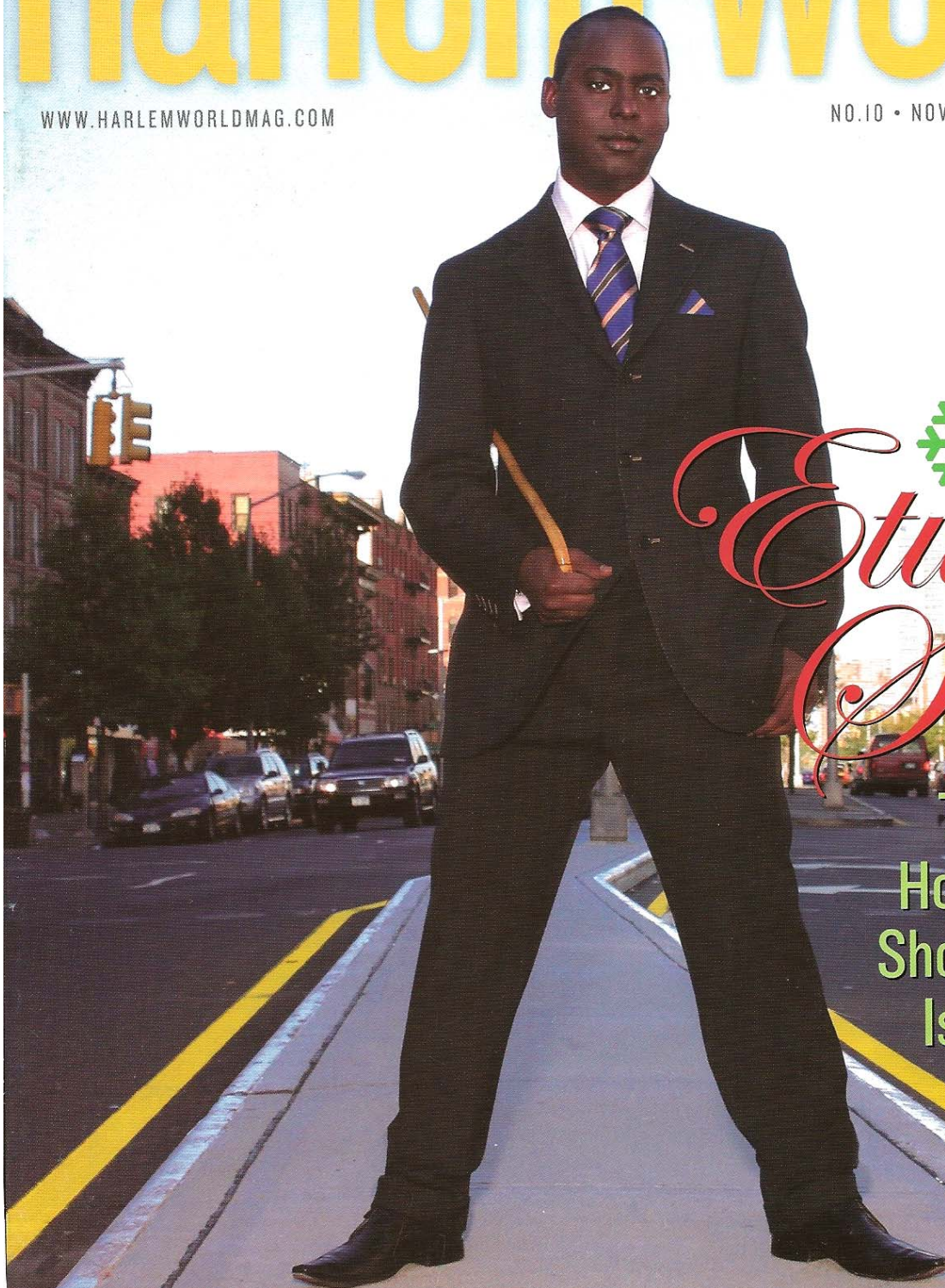
# harlem world

WWW.HARLEMWORLDMAG.COM

NO.10 • NOVEMBER/DECEMBER 2005

  
*Etu's*  
*Sole*

The  
Holiday  
Shopping  
Issue





# BURGER KING® EVERYDAY HEROES:

## KNOW YOUR HISTORY. WRITE YOUR FUTURE.

Black history didn't start at the pyramids of Egypt  
and didn't end at the March on Washington.

Burger King Corporation salutes the Everyday Heroes  
of African American history, but also recognizes  
that the book isn't closed. The next chapter  
is still to be written. Will you be the one to write it?

Enter the BURGER KING® Next Chapter contest.

Pick up information on how to enter

at this BURGER KING® restaurant or go to

[www.bk.com/BlackHistory](http://www.bk.com/BlackHistory). The pen is in your hand.

No purchase necessary. Enter online by 2/28/05. Mailed entries must be postmarked by 2/28/05 and received by 3/7/05. Open to all legal residents residing in the U.S. between the ages of 18 and 21. Void in Puerto Rico and where prohibited. For complete details see Official Rules in participating restaurants or at [www.bk.com/BlackHistory](http://www.bk.com/BlackHistory).

## RESPECT THE HEROES OF TODAY.

### Etu Evans

Believing that footwear is the cornerstone of one's aesthetic, footwear designer and founder Etu Evans of Solesville is committed to "saving soles of children and youth one step at a time." This not-for-profit organization, started in 1996, is dedicated to abetting the academic and creative endeavors of individuals, providing them with quality footwear to help enhance their professional attire.

### Luwana Jenkins/Anna Williams

Recognizing a need for busy mothers to spend more time with their daughters, Jenkins and Williams created "Dynamic Families" in 2003. This organization is designed to strengthen parent/child relationships through various activities so parent and child can better relate to one another. In addition to Dynamic Families, both Jenkins and Williams volunteer with numerous organizations dedicated to strengthening families and communities.

### J. Terry Edmonds

In 1995, Mr. Edmonds became the first African American speechwriter in the White House. He wrote many of the speeches President Clinton delivered during his two terms of office and during his 1996 re-election campaign. Edmonds became President Clinton's chief speechwriter in 1999. He also served as chief speechwriter for Senator John Kerry during the senator's 2004 presidential campaign.

### Ralph Bunche

The first person of color to win a Nobel Peace Prize. He was honored in 1949 for negotiating the armistice between the Arab states and Israel, which ended the first Arab-Israeli war.

### Justin & Deborah Knight

Justin Knight/Deborah Knight - Leukemia Ambassadors. Justin was diagnosed with acute lymphocytic leukemia at age six and is now 12 years old. He and his mother, Deborah, are true ambassadors of the Leukemia and Lymphoma Society of Maryland. Deborah is a guest speaker at many of the fundraisers for the society and continues to be a positive influence in the African American community, trying to find a cure for leukemia, lymphoma and other blood-related cancers.

Est. 1954

## HAVE IT YOUR WAY®



## CREME OF NATURE® CELEBRATING 30 YEARS OF BEAUTY.

*Enter to Win  
Designer Shoes  
by  
Etu & Evans*



### Grand Prize

CREME OF NATURE® WILL FLY TWO WINNERS TO NEW YORK CITY WHERE BOTH WILL RECEIVE A PAIR OF CUSTOM, MADE-TO-MEASURE SHOES FROM AWARD-WINNING DESIGNER Etu & Evans. AN UNFORGETTABLE EXPERIENCE, INDULGING IN CAVIAR, SOOTHING SPIRITS AND A STIMULATING FOOT MASSAGE BEFORE BEING MEASURED FOR A CUSTOM-FIT PAIR OF DESIGNER SHOES.

### 30 Second Prize Winners

WILL RECEIVE A YEAR SUPPLY OF CREME OF NATURE® PRODUCTS.

[WWW.CREMEOFNATURE.COM](http://WWW.CREMEOFNATURE.COM)

SHOE PHOTO COURTESY OF HUBERT WILLIAMS

**Solesville** - The Etu Evans Foundation is a 501(c)(3) non-profit organization dedicated to addressing universal poverty and health care to enhance the quality of life of children and youth in the United States, Africa, Asia, the Caribbean, South America, and the Middle East. Solesville is a “sex and sole” foundation. We specialize in global shoe and toy drives, distribution of shoes to disenfranchised individuals, victims of natural disasters, and first time job seekers and shoe exhibitions and auctions.



For every Solesville purchase, Solesville will donate a pair of shoes to a child in need. Additionally, we are a siren for sexual abuse, sex trafficking and sexual disease prevention. We distribute “Solevivor Kits” to reduce the transmission of the HIV/AIDS virus and other diseases. Solesville also provides sex education seminars and counseling to youth and children of sexual abuse and trafficking. Our aim is to open “Orange Door” clinics in our targeted locations to combat the pandemic of sexual diseases, provide counseling services and distribute shoes to those in need.

Evans uses shoes as a catalyst to impact the world; particularly after hearing childhood stories from his grandparents on how having shoes were a luxury, and how they had to walk several miles to school and to town in shoes with linoleum and cardboard in the bottom to prevent their feet from being injured. Evans has been creating “high-heeled” success to inspire

others to put their best foot forward, and to join the Sole Patrol in achieving social and economic equality around the world to achieve the foundation’s motto “saving soles one step at a time”.

Founder and celebrity footwear designer Etu Evans concedes, “One pair of shoes changed Cinderella’s life forever.” The right footwear can affect one’s posture and instill confidence. *The Solesville Foundation* began in 1994 in Harlem, NY while serving as the Assistant Director for the Institute of Youth Entrepreneurship (IYE), one of his students observed his footwear, and exclaimed, “I wish I had shoes like that.” Mr. Evans then took off his new Gucci loafers and gave them to this young man, with the promise of him demonstrating academic excellence. It was then that Evans noticed how many of his students lacked the appropriate footwear for job interviews, motivating him to collect shoes from off city streets to repair them, and offer the upgrades to his students and the homeless in the hopes of making a difference in their lives.

Evans later decided to focus on sexual responsibility and abuse after discovering the alarming rates of sexual abuse, trafficking, disease and teen pregnancies, while working with urban youth. Currently, he is developing a youth and teen hot line and website called “Holla” to amplify the voices of those who have been sexually abused or victims of trafficking because sometimes “silence screams the loudest.”

For his *Solesville* efforts, Etu Evans received honors as one of Burger King’s “Everyday Heroes,” “Public Citizen of the Year” by the National Association of Social Workers (NASW), “Citizen of the Year” by the Omega Psi Phi Fraternity, Inc. and listed as a “Man of Influence” by the National Urban League (NUL). The foundation has been featured in *Vibe’s* “Top 10 Droppin’ Dime” column, *Black Enterprise*, *Shuz*, *The Positive Community*, and *Harlem World* magazines. Additionally, *The Harlem Times*, *Daily News*, *Footwear News*, *Crain’s*, *Amsterdam News*, and a plethora of television and radio venues have highlighted Etu’s strides such as McDonald’s. Evans also received citations from Eliot Spitzer, Governor of New York and Public Service Award from New York Attorney General Andrew Cuomo.

Individual and corporate donations are welcomed and are tax deductible; as they help us purchase, ship footwear, and provide care to youth and children affected by sexual abuse and diseases. Join the “Sole Patrol”. Leave your footprints by becoming a member today.

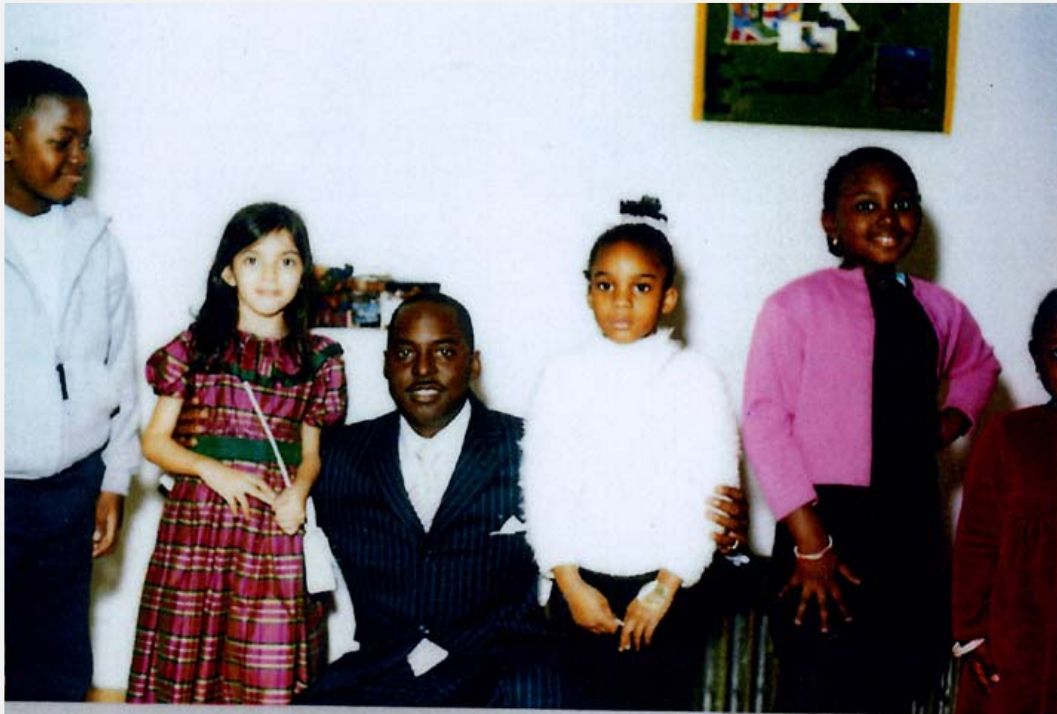




# PHILANTHROPY







# Purple Boot Initiative



*“Creating Steps to Greatness”*

**A Mentoring and Fatherhood Initiative**  
*by Etu Evans*



## Purple Boot Initiative



The Purple Boot Initiative (PBI) was developed by Etu Evans after overcoming his own learning disability, tumultuous relationship with his father, and demonstrating perseverance while completing his 4.0 GPA from Columbia University for his Masters in Applied Behavior Science. Such obstacles only served as catalysts, which led him to becoming a celebrity shoe designer, humanitarian, and a leader of a movement that empowers urban boys and men and also fosters strong communication between fathers and sons. His professional training, research, and personal experiences collectively serve as the foundation of the PBI.

The PBI is a behavioral based mentoring and fatherhood program for boys ages 7-12 in South Carolina; Harlem/Westchester, NY; New Jersey; Maryland; and Jamaica, WI. Expansion efforts include North Carolina; Philadelphia; Chicago; Washington, DC; Detroit, Los Angeles; Atlanta; Ghana; and South Africa. It aims to bridge the gap between father and son including those incarcerated through professional development, leadership training, etiquette and literacy through mentorship.



To that end, Evans has also aimed to create the “PBI Live” radio show that features middle school youth, celebrating positive stories of men and boys of color as a conduit to connect father and son.

The PBI was first adopted at the Harlem Day Charter School attached to the Taino Housing Projects, which has been recognized as NYC’s “top prison feeders” and one of the most under-performing school districts in an active drug and gang zone.

Upon the adoption of the PBI, students’ performance on standardized tests increased by over 50%, reduced school suspensions by 55%, and increased homework completion by 55%. Such results attest to the PBI’s positive influence in an urban youth setting. Other deployments are realizing similar results. Additionally, there has been an increase in father participation and engagement for Man-I-Fest Fatherhood Initiative seminars.



The PBI is a unique model based upon the 4 Cardinal Principles of the Omega Psi Phi Fraternity, Inc., Vitamin Que (Life Supplements) a Scientific Comprehensive Analysis of Applied Behavioral System to shape behavior, fluency, and performance. The mission of the PBI is: Educate (Teach them), Empower (Inspire them), Expose (Influence them) and Employ (Sustain them). Ultimately, our goal is to break the cycle of poverty, fatherlessness, reduce the prison & gang proliferation, as well as the high school drop-out rates to create more productive and responsible citizens. Lastly, based on our research findings, the PBI aims to create preparatory schools with specialized curriculum that actualize the PBI's mission to help boys of color achieve academic merit and become global ambassadors.



Evans states, “When we raise the level of expectation, accountability, and exposure of our boys and fathers, suddenly the impossible becomes the expected. Images have power and are measurable influences that precipitate social behavior. For his international impact on boys and fathers of color, Evans was awarded an Appreciation Award from the 2<sup>nd</sup> District Inaugural Fatherhood Forum in Philadelphia, PA and a citation from the city of Patterson, NJ. The PBI has been featured in the Oracle, Omegan, Q View, Ground Breakers, and Sheen Publications as well as various radio shows. Lastly, he was honored as the 2<sup>nd</sup> District Citizen of the Year and the Carter G Woodson Award recipient for entrepreneur excellence.





**I design my own destiny.**

Since 1993, entrepreneur and shoe designer, Etu Evans, has gained a loyal and star-studded following with his provocative and innovative creations. A leader of Harlem's emerging renaissance, his company was honored by Crain's as 2004 Small Business of the Year.

RISE ABOVE



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