



# SYNOPSIS

The Untold **FUBU** Story with **Charles Fisher**



This long-awaited, groundbreaking **Documentary and Soundtrack** depicts the sweat, grit, and sacrifices that comprised the building of FUBU, one of the most unique and iconic Apparel Brands in America. Four Black men living in Queens, NY created the legendary company, which grossed over \$6 billion in sales. From the early 1990's to the height of its success in 2003, we tell the amazing story of Daymond John (CEO and FUBU Founder) and his association with Charles Fisher (who at that time was LL Cool J's manager), and how they worked together between 1995-1997 to help FUBU become a household name.

Thirty years ago, Charles decided to throw the dice against the advice of lawyers, accountants and others in LL Cool J's camp, and get behind a guy named Daymond John and his unknown apparel company named "FUBU." Charles knew if his decision failed, it could cost him his management job, which at the time was with one of the Top Rap Artists in the world. Some viewed his decision as reckless, but according to Charles, this is what he signed up for when they set up the management office in the 'Hood and not Manhattan as many suggested. The vision was to give young entrepreneurs like Daymond, who lived in the 'Hood, ACCESS TO POWER and a real chance to succeed. The rest is Global FUBU History. From the day Fisher met John, he knew the Brand could be big because of Daymond's vision and relentless hustle to WIN. If the young CEO would exercise patience and follow his advice, he would master the fashion game.

This phase of the documentary will outline the strategies, alliances, politics, deals, haters, power struggles, and drug culture from 1995 when Charles first met Daymond. It will show the rocky road they both traveled to secure an official endorsement deal with **LL Cool J in 1996**, the contributions of the icon **Quincy Jones**, former **President Clinton**, Major Hustlers Charles used to associate with during his "Southside Queens" **Street Life Days**, and how **R. Kelly's 1996 "Top Secret Tour"** (featuring LL Cool J) all played a MONUMENTAL ROLE in the Brand's quick rise to the top. There are a lot of FUBU stories, including the famous **Gap TV Commercial**. The documentary explains the thought process involved in pulling off this highly unusual alliance. Each game-changing move served notice to the competition that FUBU was not only here to stay, but they were a Brand to be reckoned with. The initiatives marked the final steps FUBU took to reach new heights, as the company peaked at over **\$350 million** in sales in 1998.

The **"30 Years of FUBU" Campaign** will launch in **August 2025 thru July 2026**, celebrating the people, places, events, and milestones that contributed between 1995-1997 to FUBU's iconic legacy. This historic campaign will also highlight the **30-year relationship between Charles Fisher and Daymond John**, as well as a host of extraordinary accomplishments such as the airing of the **NBC TV show "In The House,"** the release of LL Cool J's **"Mr. Smith" album**, with the chart-topping single **"Hey Lover" featuring Boyz II Men**, and music video directed by **Hype Williams** that earned LL Cool J his **second Grammy Award in 1997**. To support the physical grind there was a new and innovative system Charles coined the **"Power of the Prophets"**, which **used Alphanumeric Science and Spiritual Empowerment to help build the FUBU brand**. The unique system is also mentioned in **LL's book, "I Make My Own Rules"**, and was used by Charles to guide LL Cool J, and many others towards their journey to success. Each notable achievement was influenced or powered by Fisher's visionary work, spiritual insight and strategic influence.

This is truly a "Rags to Riches" story and we hope **this FUBU journey** will inspire the next top fashion designers and entrepreneurs to be persistent because FUBU is a living testament to what can happen when you NEVER give up on your DREAMS.