

THE **edge** Business Spotlight

CONNECTION



B. Dandy Menswear

B. Dandy Menswear is a full service custom menswear and tuxedo rental shop that provides men with tuxedos, suits, ties and much more for both rent and purchase. The owner, Frazier Black, also offers wardrobe consulting, personal styling, and personal shopping for his clients.

Contact B. Dandy Menswear Today!

Online: www.facebook.com/pages/B-Dandy/149442565114005?fref=ts

Phone: 404-561-3004

Email: fblack122@gmail.com

Meet the Owner: Frazier Black

After 10 years of mentorship and experience while working for Soulo Custom Clothiers, Frazier decided it was time he used the knowledge and resources he'd gained to start his own business. Frazier began traveling the world asking questions about the styling industry and studying the retail market and its latest trends. He started by selling dress shirts and used this time to gain exposure and information. After Frazier felt he was fully equipped and prepared for the custom clothing industry, he stepped out on faith and created B. Dandy Menswear. Frazier states, "B. Dandy was born out of a gift of style and love for the clothing industry."

Frazier started B. Dandy Menswear with the help of family and friends. His start up costs were around \$15,000.00 which he used to improve the overall look of his store. He also used some of the money to purchase merchandise. He worked very diligently in finding items that would improve the overall look of the store. B. Dandy Menswear is currently serving professional businessmen, professional athletes, clergymen, and students. He is reaching out to customers through social media and the B. Dandy Menswear Website. He gains new customers through word of mouth, referrals, and networking at community events.

Frazier knew it was critically important that he gained more education on how to start a business. Because of this, he reached out to The Edge Connection. Frazier expressed that The Edge Connection was a game changer for him and his new business venture. Frazier states, "The Edge Connection has been a great blessing for me and I will always be thankful for what they helped me to achieve. They challenged me everyday to prepare for my success."

As an entrepreneur and business owner Frazier would like to be known for giving back to the community. B. Dandy Menswear motto is, "At B. Dandy we know God created men, but we create gentlemen."

B. Dandy Menswear's Vision for the Future:

"Our vision for B. Dandy Menswear is to continue to build the brand name here in Kennesaw and the Atlanta area and eventually expand into other states. In 3-5 years we would like to open up our second location in New Orleans, Louisiana."

