



## FOR IMMEDIATE RELEASE

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### Entrepreneur Turns “Sneaker Fetish” into New Business in Downtown Hollywood

HOLLYWOOD, FL – July 13, 2009 – Rahsaan Alexander is a Renaissance man for Generation X: an up-and-coming “feel good” hip-hop artist, an MC, clothing designer, “sneaker connoisseur” and, most recently, a Downtown Hollywood business owner.

Alexander opened the Stock X Change, an upscale sneaker boutique at 1896 Radius Drive, on July 3rd. The store features more than 60 “uniquely exquisite” styles for male and female footwear enthusiasts “who know their sneakers,” Alexander said. “We cater to people that are serious about how they look and what they represent.”

With a personal sneaker collection that at one time exceeded 100 pairs, the 29-year-old entrepreneur can certainly be counted among the ranks of the footwear fashion-conscious. Alexander’s “sneaker fetish” started when he got his first “real” sneakers, a pair of Nike Air Force 1 shoes, at age 14.

As a junior in high school, Alexander was already designing his own clothing line, which led to designer positions with Mecca USA’s menswear division and Buffalo Jeans. The Stock X Change carries Alexander’s own line of T-shirts, and he plans to collaborate with other local clothing lines to offer exclusive merchandise at the downtown store. The current inventory includes Sweden-based WeSC apparel and Nooka watches, a high-end Japanese brand.

Among the sneaker brands available at the Stock X Change are Nike, Nike SB, Adidas, Campus, Converse, Supra and Creative Recreation. The selection also includes vintage sneakers, and Alexander plans to expand his store offerings to include sneakers for children.

A hip-hop performer since age 16, Alexander penned a song that expresses his passion for footwear fashion, “Sneaker Store Terrorist,” the first single from his upcoming album, titled Georgetown in honor of Alexander’s hometown in Guyana where he lived until age 7.

His explanation for the sneaker “addiction” that started taking hold in his youth is a simple one: “Sneakers make a statement.”

In choosing a location for his new store, Alexander conducted an extensive retail space search before deciding on Downtown Hollywood. He was attracted to the activity taking place there, as well as the dearth of upscale sneaker boutiques in the surrounding area.

“I basically have no competition around me for miles,” Alexander said. “I’m bringing a fresh new element to Broward County and to Hollywood.”

As one customer recently told Alexander, “This is exactly what Downtown Hollywood needs.”

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## *The Stock X Change*

The Stock X Change is open from 11 a.m. to 7 p.m. weekdays, noon to 6 p.m. Saturdays and by appointment on Sundays. Call 954-922-1991 or visit [www.stockxstore.com](http://www.stockxstore.com) for more information. To learn more about Rahsaan Alexander's music, visit [www.aflyguy.com](http://www.aflyguy.com). The Stock X Change and "A Fly Guy" can also be found on Facebook and Twitter.

For details on Downtown Hollywood businesses or events, call 954-921-3016 or visit [www.downtownhollywood.com](http://www.downtownhollywood.com).

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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