

SENATE JOINT RESOLUTION 766

By Akbari

A RESOLUTION to honor designer Fresh and his company,  
Richfresh.

WHEREAS, the members of this General Assembly take great pleasure in recognizing those gifted professional designers who have attained excellence in couture; and

WHEREAS, clothing and accessories designer Fresh dedicated twenty-five years of his young life to couture before his hard work was rewarded through the success of his own company, Richfresh of Los Angeles, California; and

WHEREAS, a purveyor of fine luxury tailored goods since 2017, Richfresh is one of the fastest growing luxury brands in the United States; and

WHEREAS, renowned for its impeccable fits, playful colors, and use of innovative materials, Richfresh has rapidly become a popular brand among celebrities, fashion stylists, and innovators; and

WHEREAS, Richfresh is particularly known for its fine tailored suiting, leather bags, and impeccable tracksuits, all of which can be identified across the globe by their trademark yellow tab; and

WHEREAS, inspired by color and design, Fresh has created some of the most cherished and sought after suits and bags worldwide; his clients include Kevin Hart, Lena Waithe, John Legend, Lionel Richie, DeMarcus Cousins, Draymond Green, Yo Gotti, and Penny Hardaway; and

WHEREAS, born in Germany and raised in Little Rock, Arkansas, and Memphis, Tennessee, Fresh developed an insatiable interest in fashion at the age of thirteen; and

WHEREAS, inspired by the biographies of Ralph Lauren and Calvin Klein, Fresh taught himself to sew using an old sewing machine he found in the family laundry room; utilizing off-

the-shelf patterns and practicing relentlessly, he developed the eye and skills of an adept tailor at a very young age; and

WHEREAS, after graduating from high school, Fresh bypassed college to work as a professional tailor in Memphis; during this time, he began to develop the singular styles and fits that would become his trademark; and

WHEREAS, after a stint in New York, Fresh relocated to Los Angeles where he would make his mark in couture; and

WHEREAS, his tailoring background coupled with his youthfulness inspired him to innovate in new and playful ways, shaking up a staid industry, and the rest is history; and

WHEREAS, Fresh has elevated couture to a new level of excitement and experimentation, and he is worthy of our approbation; now, therefore,

BE IT RESOLVED BY THE SENATE OF THE ONE HUNDRED ELEVENTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE HOUSE OF REPRESENTATIVES CONCURRING, that we honor and commend designer Fresh upon his innovative approach to couture and the astounding success of his company, Richfresh, and extend to him our best wishes for much continued success in couture.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy and upon proper request made to the appropriate clerk, the language appearing immediately following the State seal appear without House or Senate designation.