

GDL Wear Kent

Welcome Welcome back to live in the flesh I'm Michelle Murad along with if you're just tuning in I don't know who this guy is Kyle Trueblood Good to see you I hope you're having a good day and we have Stacey and Jeff Grace Welcome to the show Of course of course you guys were bonding a minute before we went live about Jersey from Jersey Jersey guys Yeah I feel like you guys are so proud What is it about Jersey and being so proud from being from Jersey you can go first Well I think it's a little it's the little stepbrother It's the little cousin of New York Yeah you are Yeah we are part of the tristate area So New Jersey Connecticut New York but obviously New York City and then they call us bridge and tunnel crowd Um We have to either get there by a bridge or a tunnel Yeah I can't do the tunnels and you're from Toronto Toronto and you're watching on the street earlier So uh I asked you this before we went live Is that a thing like Moose in Toronto Like in Toronto just like wandering around not Toronto proper But outside of the city I have come across mousse they will cross the highway and you have to fully stop and let them do their thing You do not want to get close to them Yeah it's yeah Now my my last question about that Do you have you ever seen somebody feed one I have not leave that alone but never try to kind of like wild creatures They are humongous You want to let them be and keep your distance Yeah I've seen that I saw I saw them in Jackson Hole Wyoming and I was like holy guacamole That thing is so big It's definitely surprising in proportion to a human You don't really see it because no one's ever standing next to a moose But when you do you're like oh my God that's like twice the size of a horse that I would never we're not here to talk about uh Moose and at Jersey we're here to talk about your compostable underwear I'm gonna read a little bit about you Um So Kent is the is the brand um is on a mission to save the world One supernatural Basic at a time I love it in a cultural cultural club with disposable fashion unhealthy stereotypes and synthetic materials that are toxic to our bodies and our planet which is so true Kent every day is to design elevated basics that will restore Mother Earth one piece And one day at a time Um Kent founder and Ceo Miss Stacy Grace has over a decade of experience in sustainable fashion where she's worked with brands like Tom's Wrangler and Timberland Her husband I'm this guy Um Jeff is a CMO at Kent who's accomplishments including helping Alto Mint grow to be the number one brand in its category That's so cool Um And you guys were the first company to secure a deal on the first live Shark Tank

event that aired as season 14 opening episode Oh this is amazing You received offers from four Sharks land before landing a deal of \$200,000 for 15% of the company with Damon John That's I mean uh wow four of them came after you guys What made you go with the one Well no it's we've had our eye on Damon He's a veteran in the fashion industry has so much knowledge and is just an incredible person too Um So we had the opportunity to chat with him recently and he's just a really great guy and just felt like he could help bring our business to the next level He has experience in the industry He's done this with other similar brands So it kind of was like he would be our dream partner Um Yeah well it sounds like you are his dream partner I hope so That's so cool I mean before we talk more about uh shark taking your parents can you tell us about the story of Kent and how it all came about Yeah So I was working in the fashion industry for about 10 years and saw two big problems that every fashion brand seemed to face One was the use of plastic in fashion which is otherwise known as like nylon spandex or e lasting and particularly in underwear Women's underwear use so much of it And i it's crazy when you start looking at the labels of your underwear you'll be like oh my gosh it's 90% synthetic Um and then all brands all fashion brands also deal with waste So at the end of life of your underwear your socks your t-shirts what do you do with them You can't really donate or resell them so they end up in the trash Um So I want to create this brand that would solve both of those problems and at the same time create something that's really amazing for your body but also good for the earth So we kind of tick both of those boxes I love that so much I also love the slogan What is it Plant your pants Yes that's so cute How did you come up with that Exactly That we were just bouncing We were kind of bouncing around ideas and pants is sort of the British term for underpants So yeah we thought I mean it was ultimately with compostable underwear You want to make it fun It's a it's a bit of a new concept to American audiences Composting is obviously very widespread in Canada and most of Europe But uh L A this just this year is is is has promised to roll out curbside composting whether or not clothes can be in there yet We we'll see but at least for food scraps which is a huge instead of those food scraps going into landfill they can now go into compost which helps capture carbon help reverse climate change And eventually we think that you know compostable Underworld will be a part of that that ecosystem for sure Um OK I have so many questions Uh So how how long can you wear them You can wear them as long as you want So they are designed to kind of what we like to say like

wear slow compost fast So they will last as long as you need them to they won't start biodegrading on your body by the way Very cute Yeah I'm not just saying that I love the colors too Like honestly like before I did research into this at all I was like in my brain I was like how cute can compostable clothing be but it actually is really really cute Yeah super strong We use this amazing fabric So it's very soft very breathable on your body It just feels like really natural Yeah that's awesome All Certified Organic That's amazing OK so that leads me into my next question Um what products are your most popular So definitely our bikini is like a classic fit Um and I would say our high waist too is pretty popular High waist in so long You need to try it I need to give you some It's my favorite It help you with like tummy stuff or no Um it could I would like to because I think if you wear dresses I wear a lot of dresses If you wear high waisted denim pants skirt yeah skirts There we go Then it's like the perfect thing under the those like layering pieces Cool There's they're super super cute Ok Now on to Shark Tank um at a TV we've interviewed a number of founders who appeared on shows including executive producer Clay New Bill and casting director Mindy Zen but none of them of course appeared live So can you tell us uh what that experience what that was like for you And um I mean it's so fascinating to have like a lot I love a live studio audience So I don't know what this was like for you guys pitching but what Yeah live studio audience We got our other guests in the building with nothing There's something about the energy for me at least like being in front of all these people Um but I I don't know what was it like being the very first like people or you know not the first people but the first like group of people to do this live What was that experience Were you nervous It was exhilarating I think the live audience was on our side for sure They want to see a deal I think I think people at home root for the you know entrepreneur and you know they don't root for the shark to get a great deal They want the entrepreneur to get a great deal So we felt that energy in the room We felt like the sharks were you know got excited by it too We had a you know we had kind of a bidding war by the end Um But yeah the live but I mean it was when be about what 10 minutes before we went on stage they were warming up the crowd and we walked into the studio and it was like roaring loud We're like wow stadium erupting in tears It was so fun That is such a dream of mine where they like get the deal the deal What are they saying What were the audience members saying I think there was some chanting like this the end or like take the deal the deal or something like that Yeah that's when Damon hopped back in at the end That's when things got

very interesting Did you now like when you're when you're like contemplating the deal how much time do you really have to talk it over because it looks like on TV It looks like you have like a minute well normally it's taped over about 90 minutes and they cut it down to be a 7 to 10 minute segment I mean we were literally what you saw on TV We were I mean we were in the studio when on the east coast it was literally happening with a three second tape delay So it's all happened like 10 minutes like this live live Exactly Yeah So we don't have our studio audience yet We have technically you guys I love it and I'm producers That's awesome Seriously That's a dream come true You have no idea Um That that's that's so cool I mean to have to do it live and to have like your the studio being like excited for you and excited that you got the deal I mean literally what did it feel like to get that deal for you So surreal It's just like amazing And I think after we had like a couple of offers we were just like looking at each other Oh my God this is happening It kind of felt like because it was so quick and when Damon came back and we're like OK I think we both knew instantly we wanted this guy Um And we were just so excited I think we went to commercial break We ran down the hall screaming so many so much I love that so much We had a guest on uh oh we have a quick clip of your appearance the fashion guru Um when we came here tonight that was a very you were someone we targeted You know what I go Let's just yeah Ah Robert threw his underwear at um had an offer on the table Yeah you gotta throw more fun with a live audience Everyone's having a little bit more energy and the energy was contagious I think from the the audience to the sharks I was just getting into it Having a little bit more Yeah like lively It wasn't so serious and like intense I think we're over serious That's just my take on the world right now It's just that people we've been we've been dealing with serious for so long It's time to like let loose have fun you know like really step in and shine on and like you know bring your powerful self whatever you're doing Um Whether it's dancing or compostable underwear or like creating it's like now is the time to just like do your thing Um I just like you you came up with it for a second Think about this That's what I was thinking because you did it This that's not what this really like on V looks like I wish I came up with that Not until you say that But no what I was doing this was like I can't believe they thought of this Like it's it's so original and it's it should have been it's it's needed it's just so so so needed Um OK so I have some more questions Um uh OK So they kind of touched on it but you can talk Yeah Yeah Um OK Uh like I mean OK after your parents like what

were like the reactions of your friends and family Like can you tell us some of the reactions and stories there Like were they in the audience They were not in the audience Uh You not allowed to come Well we had to keep our appearance on Shark Tank a secret So before you go on the show you cannot tell anybody um because the sharks don't know who's going to be on the show So it has it's like very top secret Um um My mom flew in from Canada to watch our baby boy Uh He's almost five months Oh my gosh Congratulations That's amazing Yeah His name Drake Oh how I love that We love that Oh so she flew into but she didn't know what you were doing She knew we had to obviously mom like how do you um But it was so interesting We had like a first wave of texts and calls come in right after the show aired on the east coast And then three hours later another wave of like oh my God we just saw you guys on TV like this is crazy So it is so wild I mean like just so cool to like have an idea put it together and not only you know present it and show it to the world but to have somebody be like a shark like shark tank is huge Like we love shark tank here Like to have a shark be like I'm in let's do this It's incredible Um I I think that's awesome Waves No not that like I said it's so crucial I mean they know it's crucial They know that's the way the world's going And you guys just hopped on it first That's great Yeah Well I mean but you see brands go on the show where they don't get a deal and it's like the thought of and we I think Mark Cuban was out early and Damon went out early He told us later that it was like a strategy to kind of like not bid up the price too much So when he uh when they first went out we were like uh oh are we gonna go Oh for five here like boom because you know you just that's your worst fear right Then you're like on Shark Tank and everyone's like this is not a good business So uh but then we had the the bidding war that erupted after the commercial break Barbara was the first one in and it moved so fast We never even got a chance to say like even you know it was it was just like we basically were going from one deal to the next And uh we even say like thank you to Barbara or or anyone for making an offer It was just like it was like Barbara made an offer and then Robert made an offer and then and then uh Laurie made an offer and then Damon came back in So they have you like sign like a bunch of papers like immediately after like or it was just like they gave you some time to like let's breathe it out A little breather You get some time to like go through the deal and see if it makes sense Yeah they don't because they don't want people to like feel like they have to do the deal I think I think most people do do the deal or what's on air is typically what happens But um just because like you

know people going on TV for the you know it's a little bit like maybe in their favor But actually in the the case of the live episode I felt like it was like a little bit of the power was back on our side with the audience I thought so too because the crowd starts rooting for you and no one wants to see you guys walk away empty handed you too You guys are so awesome saving the planet I would literally be chanting in the background You play you in the audience I'm a great audience member my my friend is a comedian She's like every time I do a stand up show can you please I'll pay you And then I was like I'll just go and then she was just like oh really Ok But now yeah like now she's like on HBO Max she doesn't need me anymore I said no no no she does she does no Before she was like I'll pay you to be in the audience because I used to do that with like Major Who with the Beatles Who was the Was it the thing Yeah they would like hire like these like fake like people that would be like oh my God they're so great And they were like yeah so but I used to like you know the thing where the girls would be like they started hiring I don't know if the Beatles did but other bands would start hiring girls just go we want you to like act like you're thinking squad Yeah Yeah totally Like a hype squad when I believe in something and I love something It's my love language just to like express it over and over and over again Um No I'm just there are males version as well right Yeah we just released our we call them our our breather briefs Um They're incredibly breathable sort of when uh we were trying to have Drake Uh you know we had like a little bit of like you know you go to the you know you think you know you spend your whole life whole life trying not to get pregnant and then when you try to it actually isn't as easy as you think So the doctor was like you should try get some like boxer shorts wear boxers not briefs let things breathe you know and I couldn't find any organic men's boxers And so we went on this like kind of you know while we were working on the women's stuff too I was like I want boxers that are like kind of between boxers and briefs but super breathable I can't claim that it'll guarantee that you will have a child for some men out there They may not they may want the opposite Um but it will definitely help keep things things breathing all natural There was just a study done that was saying like the plastics and underwear leach into your skin and yeah so like it doesn't have any of that So it's all just like super healthy organic underwear and it looks great It's just like super comfortable so fully compostable Whenever you're done the name just keys right into a man's head Breathable box And you're like huh you're like I can breathe we're breathing we're breathing It's just not a thing We're in 2022 We thought we

would have flying cars but we still need we have flying cars They're just not allowed yet They're just super dangerous Yeah I believe Cadillac has one but you know we don't have to get into it Right Yeah that's right They did have one No no no Yeah I mean it's got to be fairly pricey I mean how regulations on this You get a flying car Can you just fly it anywhere you want No I don't even trust you know what I don't trust are the cars that like you don't have to drive at all Like I'm like wait Yeah No no I would not I would not feel comfortable just fully I don't think you can really let your Tesla just drive itself You have to just you have to sit behind the wheel Right Well it'll force you to but even if you just sort of sort of not be involved I think I think human involvement is happening pretty regularly on the track I'm happy to know that human involvement is important for a lot of things for a few last little things little things I know we've done a lot of damage Uh not me personally but like as a whole with our you know earth So it's really cool to have to have you guys um create this and it's really cute Oh look a shark I saw that Yeah I mean what a great photo like Yeah like yeah that's how they look at it Yeah I mean we obviously had to have a little fun with it because they didn't come on set with us before So we had to so cute I mean I believe it Yeah I hired a bunch of models to to look super hunky and hot And uh you uh felt the bill I mean literally I would believe it because you know Sharks when you think Shark you think like you know got it all in the studio that you need a studio How are we expanding here I mean is that a is that a too personal again for the for the company No Um So our whole focus is on what we call like high frequency basics So things that you wear every day Um So right now we have t shirts and underwear Um but we're and men and women um that we're looking to expand to other basic socks Nice big so big So so are you wearing today Are you wearing the fancy socks But not match Does that make sense Yeah Jersey Love it The Jersey It's the Jersey Oh I love that Um I mean so like what kind of advice can you give to like other people that are entrepreneurs or wanting to start something And uh you know how how would they go about it Thanks I can't take full credit for that one but you know we have an ID I can give you a piece of advice Maybe you can give a piece of it Yeah you you you this is your idea first and foremost I would say one is to be super passionate about what you're doing and be comfortable with being uncomfortable Oh I love that Be comfortable with I have to repeat it Sorry I be comfortable with being uncomfortable Sorry Yeah Just because every day is gonna throw different things your way and you have to get used to not knowing all the answers and surround yourself

with people who might know the answers that you can lean on and just kind of roll with it and know that if you're really excited about your idea that you're gonna stop at nothing to make it happen I mean I think what is it Like the magic happens when you're in your um you're not in your comfort zone Yes I haven't created underwear but I've created shows like this one So like that's you know there's the second like Power Couple that we've had in like five days Oh We a power couple They were saying that how do you guys have power couple You guys want a shark tank That's like a we have a power lunch after this power lunch I'm a I love a power nap Our nap to recharge We had a whole conversation about naps yesterday but we all we all get into it We get into it because they're new parents Uh uh Jeff what would you what would you say to Uh Well the passion thing is really important I you know I always think about it from a marketing standpoint I always think just make sure you have a really clear point of difference from competitors Right So what are you doing That's different than everybody else Uh a lot of people want to start a brand just to start a brand And if you don't have a really clear point of difference and it sometimes it has to be something that people aren't ready for I mean I think to some extent even Kent is a little bit tiny bit ahead of where consumers are at You know people are like wait composting What's that And I think the whole you know like it's the Wayne Gretzky quote which is like you want to go to where the puck is gonna be not where it's been And we think that's what we're doing here with sustainability and compost and the fact that like New York and L A both this fall are rolling out composting programs I think we're right in the right spot Does Gwyneth have a pair of these She needs a pair Can you send her a pair I want Gwyneth Pal to have like a pair of them is like totally totally You you you I think you guys are in the right spot Being at Shark Tank We aren't sharks but we we uh we know awesome things when we see them Um These are your cameras over here um Plug away tell people where they can find you where they can um plant their pants and all that stuff Uh so you can find us at where Kent dot com Wearekenc dot com and Instagram at where Kent and find out all the good information there Yeah awesome and check out the uh for men check out the breather boxers Oh Stacey and Jeb Grace Amazing You guys are so cool Get 10 plant your pants and save the world and um you super cute too It was lovely having you on the show and congratulations on on the deal and the baby Really awesome Thank you so much Um wherever you are don't go anywhere because right after this we have and thanks for calling in the building We're about to get dancing Don't go on