

## LA Unscripted | August 21st, 2023

From hot spots to hidden gems It's your guide to L A the unscripted way as we reveal the artisans making beautiful things in SOCAL Hello everyone and welcome to L A unscripted I'm Dana Devin from our home base here in Hollywood And you know we're not the only thing that's made in L A tonight We've uncovered some beautiful products and magical people that make social so cool Like this company that almost turned me into a street wear superstar What are the essentials for uh for California It's T shirts it's fleece hats hats Um We've made everything from shorts and denim and jackets and all this stuff But our focus here has been uh comfortable clothing for me free and easy Los Angeles was a way to kind of reclaim the essence of California culture for the world that we all need to relax Don't trip and uh you know enjoy our lives So yeah it's a true replication of vintage Los Angeles with a modern take Oh my God I love all these hats And you've got all these bright colors too Look at all these neons It's about celebrities for sure But it's but there's sometimes the gatekeepers to the world because people don't know about it unless they see it So lebron James is in the playoffs in the NBA playoffs and he is in the interview wearing the don't trip hat but he was making a statement He was like hey everybody don't trip So this lebron moment I woke up to 100 emails Everything on our site was sold out Of course uh Mac Miller who was really important to the brand really kind of loved and appreciated our brand and helped us spread that message Adele has been really great and I like the bucket hat because you get the smiley face on one side and then you get this on the other side I mean truthfully this brand started as an homage to my childhood growing up in L A My parents took us to Zuma Beach every Sunday So when I started this brand really the core inspiration was to recreate my childhood beach kit We gotta swag you out I gotta get you that drip I got a drip OK Is this the drip Because I feel like this is the drip OK And look at the little painter's pants How cute little painter's jacket Got my skateboard We got a little free and easy igloo We got our don't trip camera I feel vintage la I need to get in touch with your agent because I feel like you are the face of our next campaign because a lot of people say I look like a model free and easy is L A born and bred but it doesn't appeal to just Los Angeles people Yeah that's right Our goal is to kind of appeal to a universal world of customers We get the upper west side mom who wants the sweats and her son wants the hot We get the really nice following in Asia and Japan and South Korea uh growing

in Canada and Australia and you actually have a discount code for our audience Anything for the models and the talent here So uh yeah free and easy dot com Use unscripted at check out for 20% off for your viewers Oh my God that's amazing So see you don't have to trip Where's my camera Oh my God don't trip And it's all free and easy baby That is some of the most fun clothing I've ever worn Not entirely sure I pulled it off but I tried All right Here's a different kind of hat that is definitely not one size fits all Olivia De Bertolli learned the cowboy way to hat shaping So put some steam on it OK And then hold it down and then shape That's it Girl I'm a hat shaper I think you do it better than this the western lifestyle You're right is it's we're in L A so it isn't a lifestyle But here we try to make it a lifestyle The Country General Stores a legacy in the San Fernando Valley We've been on this corner since 1956 My father started this business in 1956 as an army navy store I stepped in in 1972 and transitioned slowly And by 1978 we were the Country General Store Western store The San Fernando when we first opened up was very rural and we had many people with ranches and uh orange groves walnut farms and so forth So we provided a lifestyle for these people Uh good work wear good western boots heavy outer wear flannel shirts and just great apparel that last for forever My idols were Gene Autry and Roy Rogers and I've had the good fortune of having them in my store several several times So Mr Autrey actually presented his personal hat to me This is his Stetson with his name inside Mr Gene Autry And this one this one that you're holding is Roy Rogers hat This has what we call a pinch front crease bounded edge Also a Stetson And the last hat that you're picking up was our former governor and president Mr Ronald Reagan The store has a history of attracting the entertainment industry Everybody that embraces this Western lifestyle the Country General has it for him What are we doing here Ok As you can see Jose has a hat in his hand and the steam is coming out of the billow what he's doing is he's re blocking and reshaping this hat to the likes of somebody who wears that hat So now what he's going to do once it gets to a point where he can manipulate the fur he'll bring down the brim which is this part of the hat and he'll shape it to the likings of the customer's needs We are a family business and I feel that I want them to walk out feeling that they're part of our team Well y'all this Texas girl loves a good cowboy hat Now another social local shows us how they're made in L A skateboards tees shoes We got Doc Martin Nike Converse we got paint for like all the artists that wanna do stuff We got wheels skateboards trucks everything to build a skateboard Pretty much What we're trying to push over

here at neighbors is that you can look good even when you're not skating We opened 2021 April 3rd but it's been a project since like 2019 Me and my friend uh Cleon we had like dead end jobs So we used to like hang out and just like talk about what we wanted to do And he says that I mentioned like us having us like doing a gay shot I saw him develop what this name would be what our first sticker would be which was a huge aspect to the movement that we started before you knew it You had kids in Prague and Ho Chi Minh City putting stickers up you know in Spain putting stickers up doing the same thing we were doing and then we had a billboard So that was like the ultimate sticker The whole idea of neighbors started at her grandmother's house Yeah I mean yeah I grew up skating on that block I grew up skating in the driveway I hung out in the back That was the home base you know So like all of the ideas like came to mind there the whole brand stems around her and like the neighborhood and M park my friends how does she feel when she comes in here and sees what you've created Oh she trips out she she she trips out She's from a whole another generation It's unbelievable to her the billboards on her street and it was right up under where I learned how to skate She saw that billboard for the first time and just lit up everybody that comes in the shop they build a skateboard everything's custom You pick everything What's the coolest one What should I pick out I mean you gotta go in the neighbor's board This is our collaboration with Denim Tears These two on this end then we collaborated with this um artist Gregory Young He was a homeless man that we found all his artwork has like stories to like his life and the things that he been through So when I saw all of his stuff It really just like I was blown away And then right when we produced the artwork and put it on a skateboard he passed away This is literally like it's a passion project for me This is my life It's crazy to walk into this space Sometimes when I walk in and see the mural on the wall and everything that is has been put up it all happened so quickly He at the same time there was this movement going on amongst the youth of the general West Adams Crenshaw districts you know with Nipsey passing I think we learned a lot of what he was doing on the back end in terms of how how we assert space as as black people you know and this is just how it actualized for us you know OK let's take this space you know and then even furthermore put a ramp outside and watch how kids assert their space because now there's this like this entitlement to space you know that didn't exist before for a specific you know age group of people And we've got so much more coming up a local leather maker and a true plant artist You'll see what I mean when L A

unscripted returns in just a minute Welcome back to Elio unscripted from our home base in Hollywood I'm Dana Devin And tonight we're paying tribute to people who keep their products totally local like this OK So how long does it take to make one pair of shoes Well it depends I would say the easiest shoe to make is probably seven hours and some of our footwear require up to 30 or 40 hours They say shoe making is a lost art but not pursue an accessory designer George Escobar who's made some custom shoes for some of your favorite stars like this guy You've done some great collaborations but you've also done shoes for some big names who got some big feet I mean those were used when lebron James got married and we made some offer This is deandre another NBA player champion This one's got some tiny feet at this in the Stone Madonna That's like 5.5 I know this guy Hey Tyson and then this was Yao Ming's Look at this Whoa that was the big 10 this one's kind of fun Brittney Griner I used to be into vintage like the whole punk rockabilly scene here in Orange County in L A And I used to buy vintage shoes The problem with vintage shoes I'm a size 10 Nothing quite fit I finally found a gentleman in the city of commerce and we ended up it kind of just took off He made me one pair and we made 2500 pairs of shoes in two years And if you can think of the musicians that we made shoes for it's crazy So the hot pink bubble gum boots for Gwen Stefani We made those out of the garage The band lit where Pamela Anderson eats the band and spits out the shoe That's my shoe that we made out of a garage And then it just kind of kept going from there So this is our leather and this is where it all starts So over the years I just became that guy who people call on for something a little bit fun and cool and different from the musicians to athletes and then back to musicians in 2009 I was part of the C FDA Vogue Fashion Fund and I was one of the finalists I didn't win but I think I won So Janelle Monae was my muse She shows up in New York and when she's wearing this white tuxedo we she got to choose her shoes and we just kind of hit it off from there and that's kind of what changed the whole brand the C FDA Vogue Fashion Fund and then having people like Janelle wear my shoes and then made more boots for Gwen And it just kept kind of growing from there We've been doing collaborations over the years I love working with other brands I did a collaboration part of the Fashion Fund I did a collaboration with Chloe in Paris Tommy Hilfiger I worked for Toomey as a creative director which really wasn't a collaboration Nick Fouquet I've worked with him and I have other collaborations the Beverly Hills Hotel I've been collaborating with for about six or seven years now So you redid this design though The pattern is I

reworked the pattern It's not the traditional Beverly Hills but you still know it here in my atelier slash showroom we're bursting at the seams as you can see And we're in Orange County in Southern California outside of L A Uh We've been at this location for 21 22 years Being here in southern California I think I'm super blessed I think it's cool Uh You know for a long time L A didn't get the respect that it deserved because you know you go to New York you go to Paris go to London you go to Italy for manufacturing and for me I'm gonna be super honest It was out of ignorance I just it's where I needed to be because my wife we have three kids I can't leave for seven months at a time You know just that was just too much Um We love being soccer parents and everything that went along with having kids So it it just didn't work with me It's been really difficult finding people uh really really hard skilled technicians artisans to grow the brand But at the same time it's been amazing because the people that wear our product it's an honor and there's much more what Elliot scripted made in L A special rolls on in just a moment Welcome back to L A unscripted I'm Dana Devin here at our home base in Hollywood And tonight we're introducing you to the people who keep their products local Like this amazing little place we found called Made Solid Made Solid is my leather goods and accessories brand We focus a lot on handmade home goods uh personal accessories like bags belt made solid represents making solid connections rather than just how well we make things But we only stock things from friends that we know around the world So there's nothing random out of a trade show These are all handmade items from people that have a definite connection to us I'm really designing all of the leather goods pieces my self and making them right here in the space by hand We've gotten very well known for our leather wrap vases which weren't really existing in the market when we came out with them These are the leather vases you were talking about Yes Look at the colors of this So I painted that one myself I love how you said that everything in the store you have a relationship with the person that made it take me through and show me some of the things like I mean I can't I can't I love these these mugs like I love the way they fit in your hand In fact it's called the Comfort mug It's from our friend Brielle Reto She's in Burlington Vermont This is like come to dinner kids right now What it antique cowbell from Nigeria I work really closely with the West African community here in Los Angeles What is this Hey if that's where you go with it is a vintage bottle opener I thought it was a whip I thought this was a whole another store Leather is such a dynamic material to work with Uh And again there's so much history especially in the leather that I use that

comes out of uh an American tannery been around since 18 81 in ST Louis Missouri We can paint on it we can stitch it up to create a bag we can shape it with our hands It's just uh for me so much fun we also do classes I have workshop that are available um through our website are just coming in and scheduling Uh We make something really hands on really fun really interactive leather in general But really the leather that I work with we call it vegetable tan You set it in a window or it's in your back pocket as a wallet around your waist as a belt your body heat the oils all of that over time really wears it in to be a part of your life and over time they just become so beautiful I think most of us have seen that we apply it to our everyday lives through the pieces that we make here This is it this is my little dish for like jewelry or whatever How cute is it made by hand or made solid There are so many cool little things in that store like wallets and bags and so many gifts All right Olivia back with a way to turn a nature walk into an art project and uncover some plants that are truly to die for as in dye I am so excited for this next shoot because I am such a fan of hiking and just being outdoors in Southern California And I've always seen such cool plants on these hikes and I've wondered what's native what's non native and what can you do with them So I called my friend Aaron These ones they look like little eggs are these native or non native They are these are native to Southern California They're called Matilla ha Poppies and they're sometimes called the Fried Egg Poppy Burbo studio is the name of my art practice Essentially I'm a natural dyer and uh it encompasses all the workshops that I offer and all line of goods that I create with plant dice I was healing from a back injury And the best thing that I could have done was to go out hiking and experience the outdoors It was very healing physically and mentally And I just started learning about the plants around me I've always been an artist and I started incorporating them more and more into my work The native plants here are absolutely amazing We have a Mediterranean climate and the plants that are native to this land are adapted to the dryness So they have these periods of um blooming and being very verdant and green in the spring in response to our traditional rainy seasons Um So they're just very cyclical So what we see sometimes are the plants drying out during the dry season But let's talk about the non native plants that you use for your dye mustard This is one of them So this is black mustard Um The yellow flowers are showing that there's a yellow dye a yellow pigment running throughout the plant Um So it's called a flavonoid That yellow color can be used to make a dye of a very similar color that really pretty bright yellow So we plant walks where we talk about

native ecology um and learn about ethnobotany Ethnobotany is the relationship between plants and people and share about how we can work with these plants as uh you know supplies for our art as materials that we can use to create dyes All right So we've done the nature walk portion Now we're doing the natural dye portion What are we going to do here Yes So we're going to put our knowledge of the plants we just learned about to the test here and we get to be creative with them We picked some plants that are non native plants that have a lot of dye in them And we're going to arrange them on these cotton bandanas and essentially make an imprint of the shape of the plant And the dye will slowly kind of infuse into the fabric and leave behind a beautiful kind of collage of the plants we collected And then we hand this to you you steam it for us and then you give us the final product going to Aaron's workshops inspired me to try it myself I did a little test die with oak galls but it was so fun It was so fun that I had to try and do it again I love that They connect me to nature and they remind me that I'm a part of this planet More people who know about these plants around them and can identify their uses and engage with them The larger the population grows of people who are caring for plants and our ecosystem And that is all the time we have for tonight Thank you so much for joining us Get out there and support your local artists and businesses We'll see you next time Good night everyone