

# UDOWN



Ever heard the line, "You down?" We'll, for a couple years now, UDOWN in Kailua has been putting out some pretty core goods. Bottom line, with the holiday season coming up, you better get down there for some take back good to town, mainland and any foreign country. Why? Cause you ain't gonna find it no where else man.

We had a chance to get down with the brains behind UDOWN.

#### So how'd you guys get it all started?

Well let's see we (Kanoa and Justin) are friends who met in High school (Kalaheo 1997 grads). Since the times we were together in high school we have always been doing crazy shit. After a while we said we should film us actually doing the "crazy shit" and we never did until about 3 years later. So everytime we would propose daring sequences to each other we would follow up with "you down?". For example; "Hey, let's go jump off spitting caves with our feet on fire, you down?". And so the wording of "you down" stuck and our good friends Micah and Clinton drew up the logo you see today. Our first shirt read "udown4sumkrazyshit" which we still have in stock at our store today. We literally sold shirts out of the backs of our cars until about 4 years later when we opened our shop in Kailua on 4-20-04.

#### Who comes up with the designs and graphics?

We have always been blessed with good friends as artists and that's how we still survive in that area. In the very beginning our friend Micah drew most of our designs (he is currently a sought after tattoo artist in Kailua). Currently our friend Nick does most of our graphics/designs and I would have to credit him with my favorite design to date on a shirt and that would be our tree design. Our friend A.J. does our website which we think is sick finally because we've been trying to hook that up for about six years and we were stoked when he took up the project.

#### Let's talk outside the box thinkers?

I think we say this on our website in the about section but I'll re-print it just in case. We don't really care about the common usual format that most businesses follow nowadays. We do and have been doing things in the way we want to. We aren't influenced by typical redundant ways to "market" ourselves. We like to do things that make people think. We've always put pride first. But that said, we try to be careful about what we do because we do see things get out of hand sometimes so we actually need to regulate our own stickers sometimes when there are too many. People laugh when I tell them this but it is true. We've had nights where we go out and take down stickers because there are just too many in some places. But we're not angels, we just get irritated when we see too much of our logo around sometimes.

#### And your grassroots promos?

As for your question about the publicity we've received because of our grassroots approach to things, here's our take: the media did what they do best. They took a small action that the state took to warn us of our website, which was a simple letter, and blew it way out of proportion in turn causing a small war between us and the state. But if you want to see the full story on how we feel about this check out the media link on our website and click on "OUR ANSWER".

#### At what point would you cash in?

That's a good question that I'm not too sure of. All I know is that we will do what we need to do to keep our pride and have fun. We never really thought of selling but if some enormous deal comes along and everyone that works with us at UDOWN agrees that they like it then we'll see, but I mean enormous!

#### UDOWN wisdom to the groms and up and comers-

Respect everyone and everything until they cross you. Oh, and keep your mind free of drugs!

### 10 reasons why Heavywater readers should check out UDOWN:

1. we sell twenty sacks and dime bags (stickers)
2. we take care of the tax so what you see on the price tag is what you pay
3. we don't solicit anyone to ever buy our goods
4. we don't advertise conventionally
5. we have ski masks with our logos on them for sale
6. we'll stay open later for anyone who calls and says they're running late
7. we're neighbors to an excellent tattoo studio (Eastside Tattoo Studio)
8. we are proud to represent hawaii
9. we have a small, humble store that can be found with the help of our map on our website
10. it's the place to be if you're down and it's the only UDOWN shop in the world.