

## SIMPLY LAMAR-VELOUS!

LA Laker Lamar Odom is a world champion, a clothing designer and good guy—a truly winning combination.

IT WOULD BE EASY to imagine LA Laker Lamar Odom as something other than what he is—genuine, modest and maybe even a little silly. But Odom seems to be all about the unexpected. In addition to his stunning athletic ability, Odom has a lifelong love of fashion, which motivated him to start his own line of clothing called Rich Soil. “I wanted to do something different,” says Odom. “I always liked clothes and got inspiration from different things. I’m from Queens, New York, and whether I had \$100 or \$1,000, I liked to shop for clothes.”

What he created was a line of T-shirts for women and men as well as leggings, hoodies—and soon denim, jackets and accessories. Odom’s goal was to make clothes that were uplifting, even spiritual. In fact, many of the images on Rich Soil clothes are straight from Odom’s life, including an image of a basketball court he grew up playing on and one of a championship ring. Maybe you can guess where the inspiration for that came from.

Unless you’ve been living under a rock, you already know that the 2009 basketball season saw the Lakers take home the biggest title in NBA basketball—world champions. “This is what I’ve wanted to do since I was nine,” he says, “so to reach the point where you are considered the champion—the best—is a really special place to be.”

So has some of the luster of being a legendary Laker worn off for Odom? Doesn’t sound like it. “Playing with someone like Kobe [Bryant] and having Phil [Jackson] coach is like being in a rock band,” says Odom. “Everyone loves to play against LA, visit LA—even the colors of the uniforms are popular. For me, to win the championship with the Lakers is the pinnacle of my career.” Visit [richsoilclothing.com](http://richsoilclothing.com)

BY SARI TUSCHMAN  
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Shirt and shorts, Rich Soil

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