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Lamar Odom's Rich Soil

By Arash Markazi

Shammond Williams is completely out of his element. He might play in front of countless celebrities for the Los Angeles Lakers but he's not used to walking the red -- or in this case, black -- carpet, and posing for photographers and chatting up Hollywood reporters.

"I'm not a carpet type of guy," he says. "I'm old fashioned. I like to sit back and mingle in. By the time they figure out who I am and what I do I'm already gone."

Williams and many of his Lakers teammates are walking the carpet into the Air Conditioned Supper Club in Venice, Calif., for **Lamar Odom**, who is hosting a private showcase for his record label, Rich Soil Entertainment and his new clothing line, Son of Man.

"The clothing line started off as this one T-shirt," said Odom, who's wearing a shirt with a white-haired black Jesus. "I was reading the bible, Revelations 1:14 and that's where they give a description of Christ and they describe him as having hair like wool, white as snow, eyes of fire and feet of brass and I gave it to an artist and this is what he came up with."

The featured attraction of the evening -- besides seeing Odom trying to get **Ronny Turiaf** to dance -- is a live performance from **Ali Vegas**, a Rich Soil artist that Odom plays as often as he can in the Lakers locker room.

"He forces Ali Vegas, that's all he listens to 24/7," Williams said. "That's the first artist on his label. I probably know all his songs. The kid is extremely talented. We hear so much of it but it's great music."

Inside the Supper Club, Odom and Vegas were joined by **Carson Daly**, **Omarian**, **Marques Houston**, **Marcellus Wiley**, **Jordan Farmar**, **Maurice Evans** and others as they enjoyed the tuna tartar sliders and hand-rolled cigars being made in the patio. "This is a beautiful thing," Odom said. "It's a real good look. I'm ready to take over daddy-o!"