

SHOWCASE

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**“STRIVING TO BRING YOU THE BEST IN”
EXCELLENCE.....**

A “SISTA ROAD” Production
May 2008



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Number one I believe that the vision of the Locks Down was and is God inspired. I was trying to figure out how I can re design the du-rag, because the ties always left a ring

around my forehead. while I was working on that a voice inside me like I've never heard before said create something for people with long hair. So I started working on it. I'm a plumber by trade, and worked on allot of different construction sites; I would see Jamaican Brothers wrapping all kinds of stuff around their hair to try to keep it from getting dirty. Then I would see my Caucasian Brothers with long hair with the bandannas around their head to try to keep their hair out of their face and keep the elements out of their hair, but their hair would still get trashed!

So I created a design that would cater to people with shoulder length hair and longer, in a Fashion conscious manner, meaning you can get a Locks Down to go with anything you are wearing, work, church, dinner out, etc. In the beginning, because I don't sew, I tried to get a couple of people to help me with the original prototype. Remember when I said this is a God inspired vision, well the devil knows that too. So the Locks Down project have been under attack from the very beginning.

The first guy that was going to do the prototype got west Nile disease and almost died, the next lady's living room ceiling collapsed on her sewing machine and all the Locks Down's fabrics, Then if that wasn't bad enough, the truck carrying our original photos of the models wearing the Locks Down (after we finally got the prototypes made) got into an accident , caught on fire and burnt all the photos- so when you ask was it hard to organize ideas and materials what I say to you is most defiantly! but to God be the Glory- we worked through it! as of now, there are only two employees, Clarice and myself. Deshalamar Enterprises Inc. is a privately owned corporation we have shares and stock to offer potential investors.

My vision is to see the Locks Down being a household name, and being worn all over the world. I have a heart for the Kingdom of God, and Kingdom issues. So I will be

helping any other believers that have witty ideas or inventions. But above all I will be led by the Spirit. The Locks Down is the first of many projects that Deshalamar Enterprises Inc. is working on. We plan to build a company that has much to offer the community including Jobs.

When I met Clarice, she was in a bit of turmoil herself, she had just been rescued out of a very abusive marriage. Things were so bad in her life that the government (Supreme Court) gave her and her kids new identities and moved them. They were living hand to mouth and didn't have a clue of where their next dollar was coming from. Her belief system was also instilled as a young child. But even that experience would later become a testimony, because the man that was supposed to be her spiritual father abused her. Causing her faith in God to falter. Her mom got sick when she was young and later died of Huntington's disease, prior to that the man she looked up to and loved, her father died. so within a four year period both her parents died.

She was eighteen & twenty one, so when we became friends God put it on my heart to witness to Clarice and let her know that God still loves her. And she is a child of the King! So we started reading some scriptures and she re dedicated her life and now she's a spiritual warrior, and believe it or not, sometimes her faith is stronger than mine. She is the only person I have ever met that can have no food in the cabinet, and not worry, she'll say " God will Provide" one day Clarice and I were talking about financial situations, and she said to me " what ever happened to that idea of yours?" and from that day on we've been working on the Locks Down, that was over two years ago. and we're just about there. through the trials and tribulations we have not quit. and to God be the Glory!

I come from a broken family, my mother and father divorced when I was very young, I could remember my parents arguing on the weekends when my father came to pick us up. If he didn't have child support money she wouldn't let us go. As a child I though I was being pulled in two directions. Both my parents remarried, my mother got pregnant from her new husband who was a good man. But while giving birth she hemorrhaged and died. The baby died also. I was twelve years old then. As a child I remember my mother teaching me about God, but when my mother died I cursed God. I have a sister, her name is Kimma, she is two years younger than me, after the death of my mom, we went to live with my father and his wife, my father was a rolling stone, wherever he laid his hat was his home, LOL, I say that to say that my stepmother was a very angry woman, because of my fathers actions, so she took out her anger on my sister and I, therefore, making for a very abusive situation. So needles to say from twelve years old to eighteen, life was hell.

When I graduated high school I hung around with some cousins of mine who had a funk group called Cameo. That's where my first addictive behaviors started, drinking and drugging became a way of life, for three years. I felt myself spiraling out of control, so I took drastic measures; I enlisted in the United States Army to get away from a destructive environment. as it turned out it was the best thing I could have done. The military actually helped me grow up. and looked at life differently. I'm a

proud American Vet! With an honorable discharge who was a member of the elite imfomase 82nd Airborne Unit stationed in Fort Bragg, North Carolina. I got out of the service in 1986, and worked in different hospitals but at that time the money wasn't great so I started doing construction that's where I learned Plumbing.

I have five sons, who I love dearly despite the fact I'm not with their mother, Locks Down is going to provide the means for me to provide for my children like never before! As a matter of fact the Name DESHALAMAR is the initials of my four older sons, Deon, Sheldon, Lavell, & Marcell. and I have a two year old, his name is Malachi, so I have a baby Malachi's collection of Locks Downs for toddlers. Basically, that's my story, the short version. I've been through it, life hasn't always been great but when I'm in God I know the battle is not mine, so I just relax and let God do his job. P.S. thanks for asking.

DESHALAMAR ENTERPRISES is a privately owned business.

We here at DESHALAMAR have a vision, inspired by God.

We see products designed in the U.S.A. as being a statement that the average person can have an idea and take that idea and run with it.

"The Manifestation Of Creative Thought "

Has now become reality! We started our company with nothing more than an idea and a dream.

Here we are today blessed to be able to make this dream a reality.

As our company grows we hope to provide our customers with a wide verity of products.

We can fill orders from one or two pieces for your personal use, to bulk orders for your salon or boutique. We will also take custom orders. Do you have a favorite outfit that you would like to wear to church, work, i.e. dinner? Would you like us to make you your own LOCKS DOWN by DESHALAMAR from fabric you have that matches that outfit? We can do it!

Contact us and we will get started.

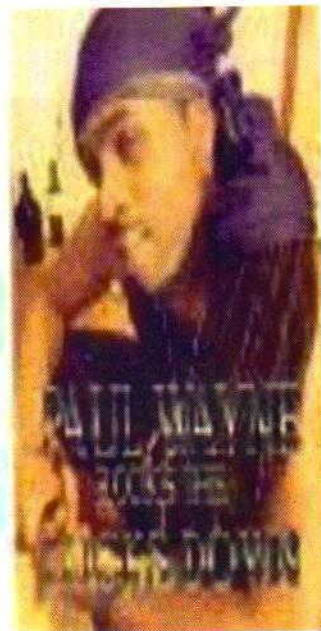
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GOLDEN CHILD

R
O
C
K
S



THE LOCKS DOWN



THANK YOU FOR CHOOSING **SHOWCASE** MagDir..inc.
YOUR BUSINESS, PERSONAL STORIES
WILL BE JUST AS PERSONAL TO US AS IT IS FOR YOU.
YOUR PICTURES SHOW EVERYONE WHO THE FACES ARE BEHIND THESE
SUCSESSES WHETHER IT BE FOR BUSINESS OR FOR PERSONAL REASONS.

I CANNOT END THIS FIRST PUBLICATION WITHOUT SENDING OUT A SPECIAL
THANK YOU TO THE FOLLOWING PEOPLE WHO WITHOUT THEM
ALONG WITH MY FAMILY THIS
SHOWCASE WOULD NOT BE. YOUR SUPPORT, ENCOURAGEMENT, BELIEF PUSHED
ME TO THE LIMIT OF BELIEVING THAT YES I CAN DO THIS. YOU INSPIRE ME IN
REACHING HIGHER THAN EVER BEFORE. I APPRECIATE YOU WITH MUCH JOY.

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JOHN ROY
HUGH GADDY JR.

MY SON *DAMON TROY*, MY TWO BESTEST FRIENDS
ANAYA & AMIR I AM DOING THIS FOR YOU ALSO
LOVE YOU WITH MUCH JOY

Thank You

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