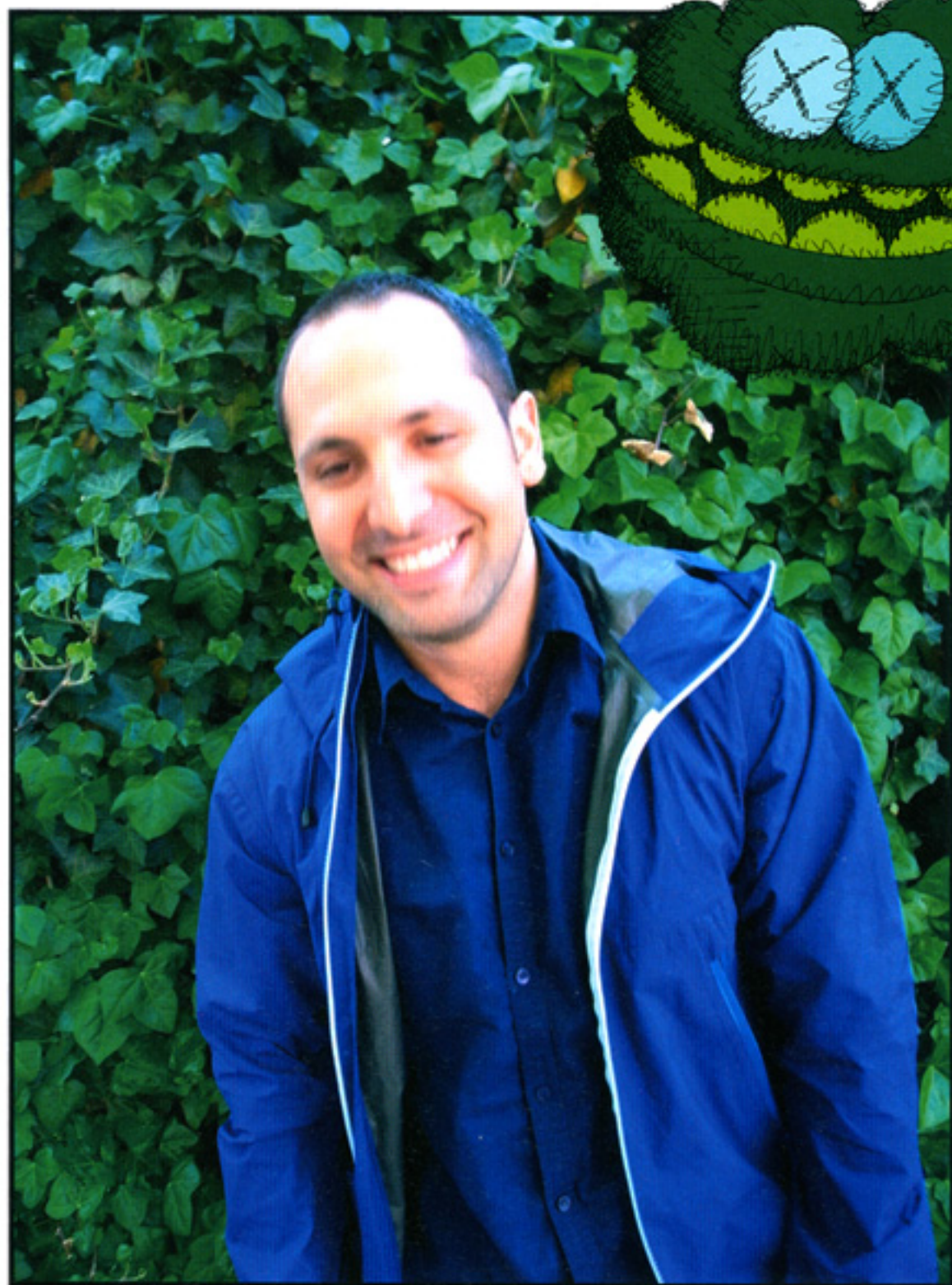




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"I'm a total nerd," admits **Samuel 'Sammy' Spitzer**, one of the key players behind iconic brands Supreme, KAWS and aNYthing.



WITH STUDIES AT AMERICA'S BROWN AND MIT COLLEGES UNDER HIS BELT, SAMUEL SPITZER IS NOT YOUR TYPICAL STREETWEAR PIONEER. Landing in New York as an immigrant at the age of twelve, with little more than three words of English ('Nintendo', 'Nike' and 'McDonald's'), Samuel quickly assimilated to American life, becoming ingrained in the downtown creative scene. It was here he formed what would turn out to be pivotal friendships with such iconic figures as Harold Hunter, A-ron and Stash. In the summer of '94, at just 16 years old Samuel headed to Harvard, leaving friends to shoot and star in the Larry Clarke movie *Kids* while he attended a summer school program for gifted architectural designers. By 19, he was collaborating with long-time mentor Futura on his

pioneering website, and had been commissioned by James Lavelle to build the first Mo' Wax site. Legendary architect Rem Koolhaas then hired him to help design Prada's Epicenter Store initiative in New York and the brilliant Prada.com. During this time, Samuel also put his talents to creating Splay.com, a pivotal discussion forum for the global streetwear community, quickly inhabited by Spitzer's friends Futura, James Lavelle, Stash, A-Ron and the Supreme crew. Today Splay has not only become a catalyst for new ideas and collaborations but also a platform for Samuel to develop creative partnerships and launch online sites for the likes of James Jebbia (Supreme/Stussy) and KAWS (OriginalFake). From Murakami skate decks to super rare toy collaborations, due to intense demand,

entire online inventories usually sell out immediately. "Our KAWS's toys sell out in under twenty minutes and all Murakami Supreme skate decks sold out in under an hour," says Samuel. Samuel is currently busy focusing on new projects for Supreme in Tokyo, and was recently approached by Nigo to discuss Bathing Ape's web presence. When asked how he feels about working with some of the most influential streetwear brands in the world, he puts it simply, "I enjoy all of this tremendously." Adding, "I think a lot of it is down to experience and luck, but it was all meant to be." Claudine Ben-Zenou Photography KAWS

splay.com supremenewyork.com  
kawsone.com