

# CALL IT CAPTIVATE

By Liz Carlton

**F**rom Pete Wentz to P. Diddy, it seems like every celebrity has delved an entrepreneur hand into the fashion industry. Yet there's something different about THE ROCKET SUMMER's new clothing line. In the summer of 2008, Bryce Avary had an idea that spurred his own venture into the fashion world: Edgy hoodies, t-shirts and accessories, but with a charitable twist. They Call It Captivate.

"I've always been kind of grossed out by rock stars starting clothing lines for purely capitalistic reasons," said the multi-faceted musician. "I was just thinking about that concept and how I didn't like it. And then, all of a sudden, ideas popped into my head of 'How can I do something like that - that was like the anti-rock star clothing line, and something that can inspire people to want to get involved?'"

Touring internationally, Avary has seen his share of tragedies that scatter inner city streets across the globe.

"Poverty and disease is something that you see a lot when you're playing in the 'downtowns' of the world in the not-so-great districts. You see a lot of homelessness and disease and, you know, it's just something that I think people tend to overlook," Avary expressed. "If I'm doing anything, I just want to do whatever I'm doing for a greater purpose."

Moved by these haunting realities, he created Call It Captivate as a clothing company that not only caters to an alternative crowd, but contributes to organizations that provide relief to struggling societies.

The clothing line donates 25 percent of each purchase to a charity of the buyer's choice. Sold online, customers simply browse through the catalog, and upon purchase, he or she is given a list of organizations to choose from. All the charities have



**ROCKET SUMMER**  
PHOTO: JERED SCOTT





oppression. Also in their inventory are The Miracle League of El Paso, Half International Adoption and These Numbers Have Faces along with other charities directed toward medical care, homelessness and those who struggle with disabilities.

"I hope this can be something [where] somebody wears a shirt and if [they think anything], they think that they might want to do something for someone else," Avary confessed.

Although the new company has a charitable nature, its good intentions aren't clouding its ambition to produce appealing attire. The newly born clothing line

is in the process of creating new designs to add to their expanding stock.

"We actually want to be like a real clothing company too," explains THE ROCKET SUMMER frontman.

"We want to inspire people; to get

people involved. Almost just as much, we want to make really cool clothes."

Call It Captivate is currently in its newborn stages. Launched last fall, it made its first big debut on tour with THE ROCKET SUMMER where fans faithfully embraced the new clothing. But after an enthusiastic reception, Avary is hoping it will catch

on outside of the band's following.

"We definitely want to be something that grows," he admits. Yet like his music, this fashion excursion seems to have little focus on money. Instead, his motivation is fueled by a passion for

a summary and link on the website, giving the consumer an opportunity to learn more about where their money is going.

"Right now we're working with new charities as well because we want to get people involved that really need it. Not to say that some of the bigger charities don't need it, but we've been trying to partner with smaller ones now to help get awareness out about them," he said.

Currently the website supports nine individual charities, and the list continues to grow as they seek out new organizations to partner with. Some of those options include Blood: Water Missions, which tends to the AIDS epidemic in Africa and its extreme levels of poverty and



**BRUCE AVARY**  
PHOTO: TARA AVARY

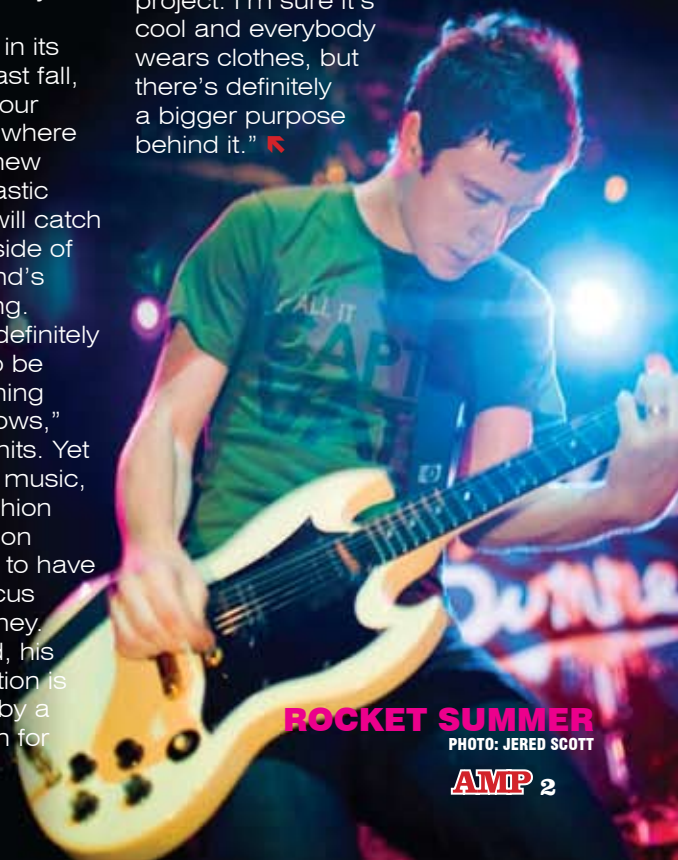
clothing and service. "If it blows up then that's awesome. If not, that's really okay too," he said. "I'm just enjoying doing it."

But if it happens to inspire conversation and action in consumers as well, that's even better.

"Fashion engages culture and that's why I got into this," Avary professed. "And far more important than fashion or anything is just what we're supposed to do for our fellow man. A lot of people are hurting and that's kind of the basis of this whole project. I'm sure it's cool and everybody wears clothes, but there's definitely a bigger purpose behind it." 🐱



**MIKE MXPX**  
PHOTO: JERED SCOTT



**ROCKET SUMMER**  
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