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Riding the Wave  
With Mychael Knight



GettingPaid

Photo by Alex Jones/pictureAlex

## Antoinette King/ Eduard Davis

They are a formidable pair. She's a model who's strutted on more than her share of international catwalks. He's a former footwear designer who once worked in management with singer Gerald Levert.

Antoinette King and Eduard Davis are the owners of Karma Designs, an Atlanta-based company that has established itself as the producers of a line of high-end T-shirts. The shirts, with price tags that begin at \$74 for women and \$119 for men, have a unique burnout effect and inscriptions that are sometimes poignant, sometimes bold.

She's the face of Karma, appearing in promotion material on their Web site and lending her input about the designs she thinks will be most appealing to female consumers, while he handles design and oversees production.

King who describes their creation as the "perfect couture T-shirt," says she previously was not a fan of T-shirts, which she viewed as plain and made her feel like she was "bumming around." There's nothing plain about the black ruffled mini skirt and wide black belt that King has coupled with a pink Karma T-shirt with a red foil image on the front on the day of this interview.

Davis explains that the shirts are custom cut and that the burnout effect is created by treating the cotton/polyester fabric with a rust solution that burns out strands of the polyester and gives the shirts a distressed look. To ensure that the shirts meet the quality standards that they are seeking, Davis says he spends about two weeks of every month in Los Angeles, making unannounced visits to his vendors and manufacturers.

In addition to contemporary graphic designs on the fronts of the shirts, some bear words and phrases such as "rebel," "urban hippe," "party like a rock star" and "love hurts" in French, German and Italian. "We keep it fun, sexy and non-offensive," explains King.

The pair launched their business in July 2005, encouraged by his mentor designer Karl Kani to consider a business venture combining their talents.

Their shirts can be found in stores in 20 states including Macy's on 34<sup>th</sup> Street in New York City and locally at high-end boutiques such as Seven on Peachtree, French Kiss, Taste in Atlantic Station as well as via their Web site, [www.karma.com](http://www.karma.com). **g**

- Gale Horton Gay