



PRESS



Rik Villa was born in Los Angeles, California. His clothing design reflects an urgent vision of Los Angeles style, persona, and attitude.

His luxe take on the hard edges of the Los Angeles subculture has built obsession among celebrities such as Miley Cyrus, Lil' Wayne, Beyoncé and Iggy Azalea. In addition, his ready-to-wear collection ships worldwide to select boutiques in Tokyo, Paris, and New York City. Rik closely monitors his wholesale distribution in order to tightly control the location, pricing, and availability of his garments. "I have no interest in the antiquated season system, buyer's meetings, and traditional merchandising. I have created a vibrant digital down line to communicate my designs and sales directly to my world-wide audience." Villa believes that building a brand inside the confines of the desperately dated "fashion week" is no longer financially valid and is easily eclipsed by the power social media.

His collections feature enormous hand-screen prints, razor sharp street styling, and beautiful accessories, all filtered through his signature black and white color way. The mesmerizing graphics, innovative silhouettes, and dye techniques create an aggressively current view of America's most electrifying city.



RikVilla

**2014 Runway Event "R U the 1?"**

Sunday November 24, 2013 @ The Echoplex 1154 Glendale Blvd, Los Angeles, CA  
Doors 8 Show 9

for free tickets <https://rikvillarunway.ticketbud.com/2014>

RikVilla

## Clients

Miley Cyrus  
Chris Brown  
Ciara  
Lil' Wayne  
Lil' Twist  
Wiz Khalifa  
Brooke Candy  
Becky G.  
Green Day  
CL  
The Dream  
Erin Wasson  
Cazwell  
Big Sean  
2 Chainz  
Iggy Azalea

## Stockists

Wild Style LA  
Patricia Field NYC  
Glazed PARIS  
GR8 TOKYO





41

KODAK PORTRA 400



**Miley Cyrus 2013**

**Rik Villa Custom**





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By  
Paul A. Hebert



gty.im/  
171185500

By  
Paul A. Hebert

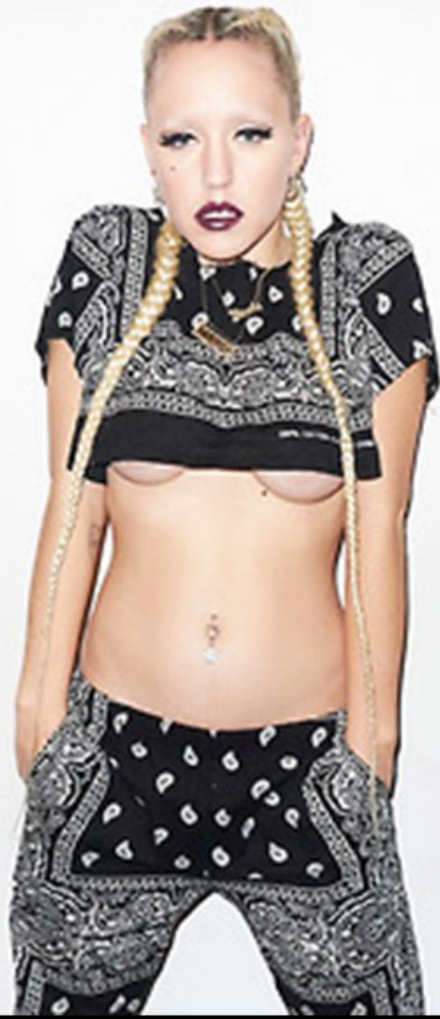
**Chris Brown @ Powerhouse 2013  
Los Angeles**



**Beyoncé  
Rik Villa custom**

**Los Angeles 2012**





**Brooke Candy**  
by  
**Terry Richardson**

**Rik Villa Spring 2013**

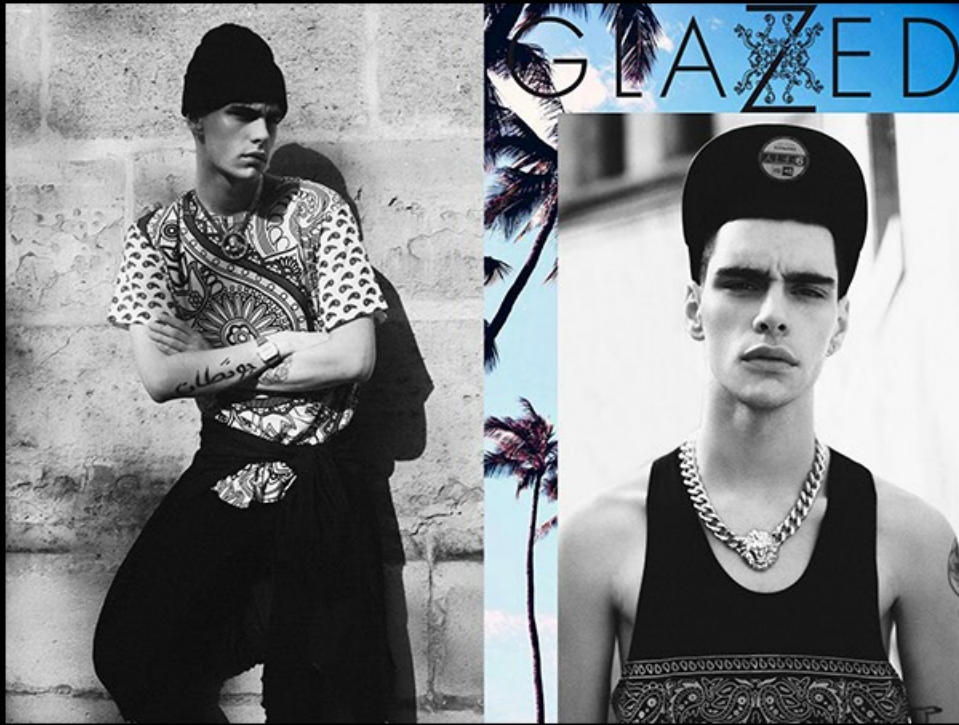




RikVilla



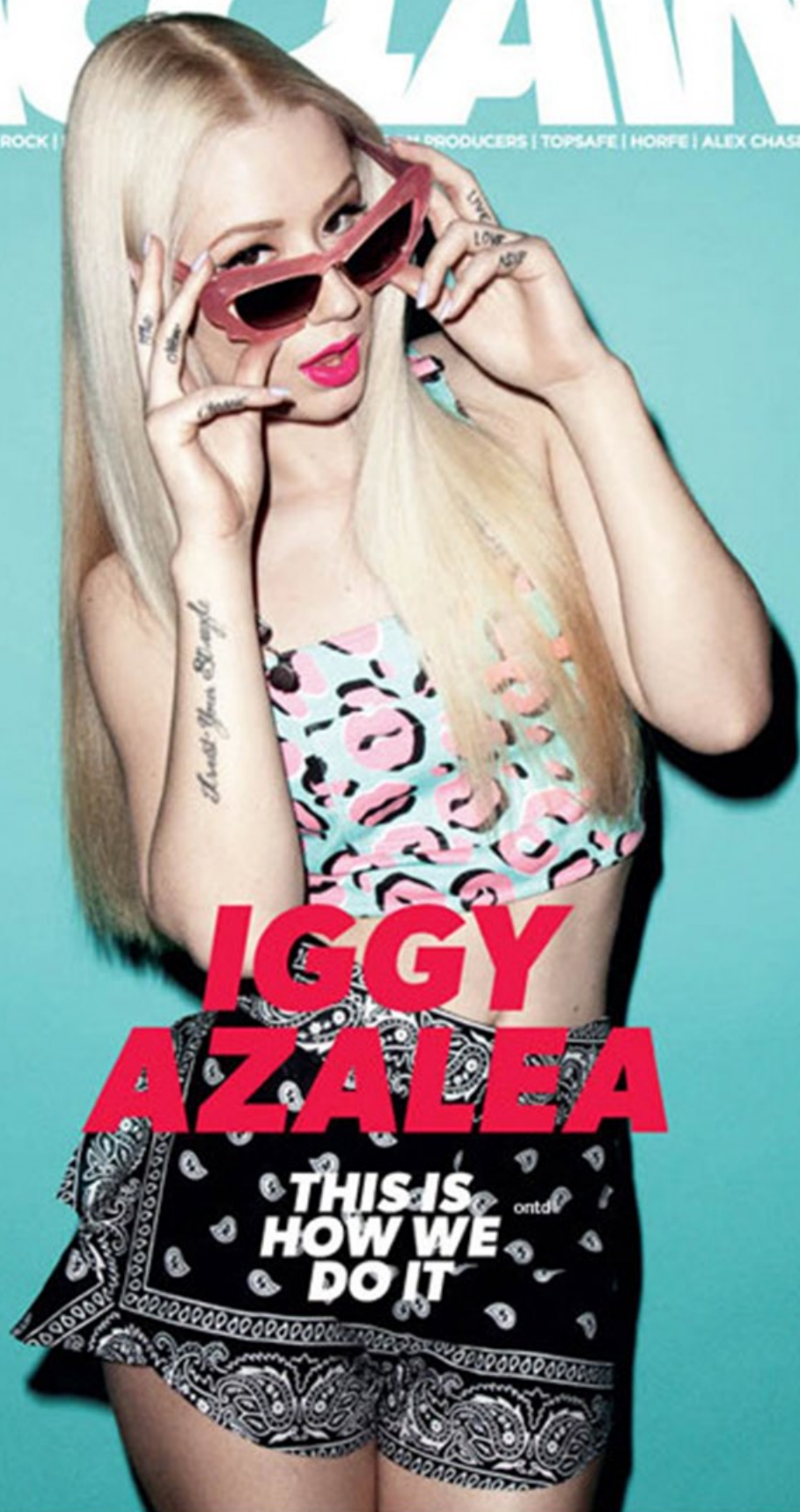




Big Sean in Rik Villa Jock Tee

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## IGGY AZALEA

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RikVilla

CUSTOM

Lil' Twist



Lil' Wayne

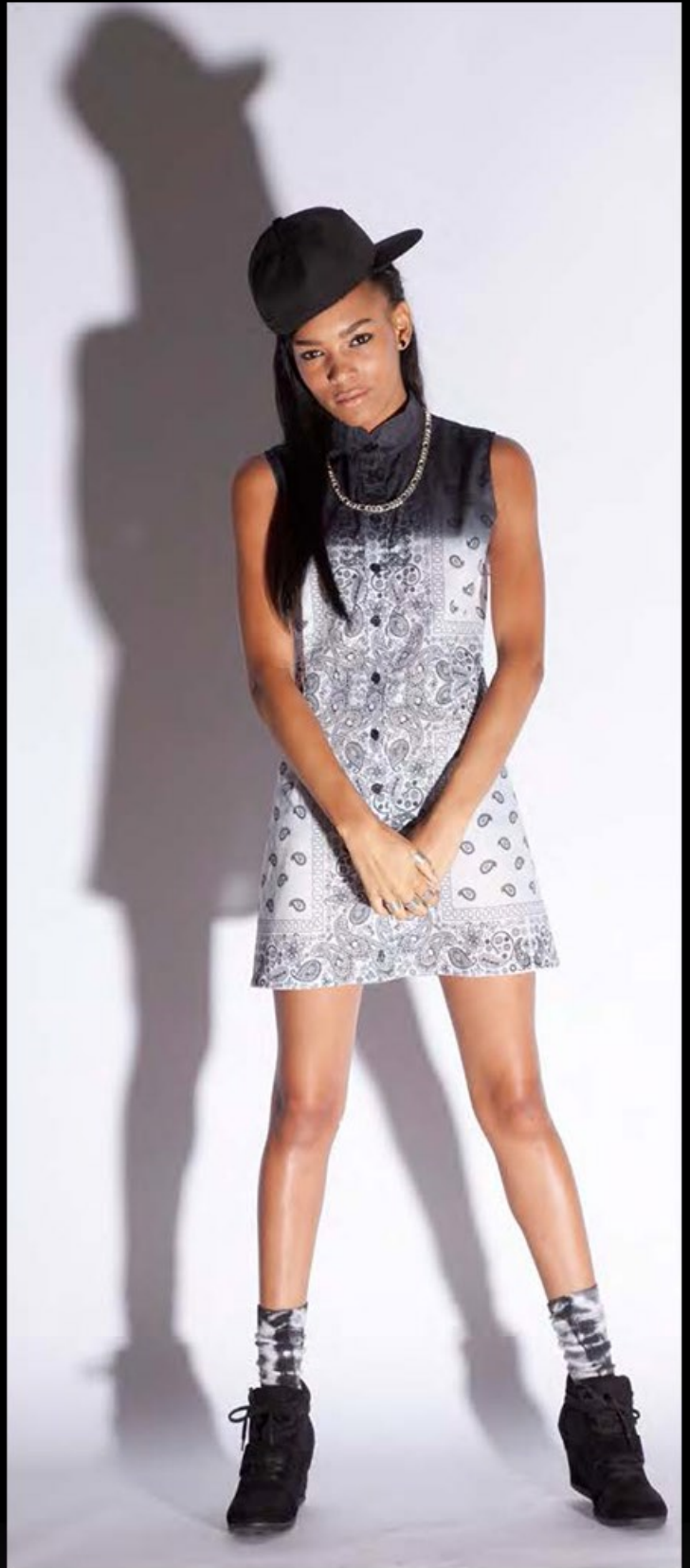


Jesse Rutherford from  
"The Neighborhood"

Los Angeles 2012

Rik Villa custom





RikVilla

Spring / Summer 2013

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