

TRUE HEMP CLOTHING INTERNATIONAL--FYI Houston Business Interview Summer 2013

Tell us about yourself. (Name, age, hometown, current town)

Hernan Luis Campos 39 Born January 29, 1974 during a blizzard in Boston, Mass. Raised in Maryland. Live in Miami about 8 years now

What was your inspiration behind THC? (I call it thcint)

*A culmination of 6 things:

1) Since I was a young boy I knew I had a mission/calling/responsibility to deliver a very important, world changing event/speech/product? I still don't know specifically when, what, how or where but I'm pretty sure that thcint is the beginning.

2) For whatever reason I've always been surrounded by talented people. Athletes, musicians, producers, celebrities and all types of interesting people. A mix of karma, people skills, timing and fate.

3) I like all sports and was always talented at all sports. I'm a professional level video gamer and always felt I could make games much better. I've been told several times since I was young that I have a very good eye for photography and fashion/style. People often come to me for advice or to find out what's the latest in games, music and various topics. I'm a natural leader and many have come to me for mentorship. I've been called Dr. Phil many times. Nowadays I'm called Scientist because I'm good at mixing elements in whatever situation. Also because I know a lot about Hemp and Medical Marijuana. I advocate both.

4) About 2 years ago a partner and I formed Shiva Gear. A Medical Marijuana (MMJ) t-shirt company based in Boca Raton, Florida. After a year we couldn't see eye to eye on the future of the company. My biggest issues were: Shouldn't MMJ clothing be made of Hemp and can't we make more than just printed t-shirts? Also in the back of my mind I knew Shiva was a very one track "t-shirts" company. I wanted to do all kinds of events and projects.

5) I had been promoting [Snapvill Entertainment](#) for a good 6 months when I split from Shiva Gear. We had grown close and their talents kept improving. I knew I had to continue helping them on their journey.

6) I was a Custom Audio/Video Technician for 20 years. I got laid off and had to start a

new career as the economy pretty much killed that profession. I spun my wheels at various jobs for about two years getting nowhere. However I created a large network of contacts in short time. We started Shiva Gear and shortly after Snapvill Entertainment approached me about helping them get organized and giving them a helping hand towards being discovered. Although the two are totally independent I knew at that time I wanted to integrate Snapvill with my overall business profile. Another roadblock at Shiva Gear.

As fate would have it...A few days after a large MMJ event in Ft. Lauderdale I laid it all out to my partner at Shiva Gear. We had different visions and I already was thinking of ways to grow the brand and my dream. A dream of bringing together a hub of entertainment and products that helps unknowns get discovered and create a "Living Art Gallery".

Roughly February 22, 2012 we split. February 24th I was laying in bed thinking: How do I integrate all of these tools, skills and contacts I had amassed over my life and it's time for Hemp. A solid Hemp clothing line and an interactive website have always been the two keys in my mind.

I started brainstorming in bed and it unfolded like this: Has to be 100% Hemp, innovative, original designs. "Real Hemp, True Hemp, Medical Marijuana, MMJ, thc, hmm...thc! True Hemp Clothing! I added International because I intend to be and knowing the website is a huge factor. I knew names for thc would be taken and swamped in the search engines. thcint gave me a unique search term, and URL. It also has a nice ring and is easy to remember. Officially I purchased the domain on February 25, 2012 and it all started. Although I say that our birthday is on 04/21 the self proclaimed International Hemp Day.*

How long have you been interested in fashion?

All my life. However design wise, probably when I lived in Argentina in 1999. The style is very different. I got a lot of ideas and inspiration.

Do you consider yourself an artist?

In the literal sense no. I write and draw chicken scratch. Mentally with the right tools yes in various forms. Photography, clothing, promotion, video games, websites, music production, skateboarding and many other things. I'm a very creative and ambitious person. I've never been called an artist but everybody tells me I'm a very artistic person. A good example would be I have never considered myself an MC. I don't think I have the voice or flow. However, I have written pages of very complex rhymes.

Your brand is so diverse. Which area do you enjoy most? What motivated you to become "more than just a t-shirt co."?

*Really I enjoy it all. I don't know everyone's perception from the outside but all you see is me. The branding and concept, the mixtape covers, the [Premium 100% Organic Cotton Clothing Shop](#), the website design, updates and maintenance, posts, blogs, social networking, uploads and the Affiliate relationships. I even hand made the CDs circulating in Miami and in small pockets around the country...Everything you see I'm doing by myself. I don't write or rhyme [Freeazy Free](#)'s lyrics and I didn't invent the [Klippy](#). I'm the guy that believed in them, got them all together and showed the world utilizing my network and life experience. I'm not cheap or controlling. My budget is tiny and I don't know people that work for free. Nor do many truly understand my "Big Picture". I'm very openminded and easy going but I also know exactly what I want for [thcint.com](#) and [Snapvill Entertainment](#). I wouldn't stray from either for even the biggest investment in the world. I am always open to ideas, suggestions, help, donations and collaborations. I really like to help people achieve their dreams so I'm always looking at ways to cross promote and spread causes.

I always had the mentality of don't just do something. Do it to your full potential! The timing had come to where I needed to culminate all these gifts I have been surrounded with and the world needs and is ready for Hemp. Hemp would create thousands of jobs worldwide over night. Many economic and ecological issues would be improved and/or resolved very quickly and drastically.*

What do you love most about what you do?

All of it. I suppose the daily thing is that everywhere I go I have this great energy and karma surrounding me since I started [True Hemp Clothing International](#). So much love and support. Nobody has offered a sizeable investment but I always get a little hand when I need it. So many times things just work out. Everybody loves the concept and is positive. Some people are neutral or don't get it but never negative reactions or comments. Many places I go people are like "Yo Scientist". Some are fake but most people smile when I come around. You get what you give and I always try to be positive energy in all situations. The feeling of knowing you're doing something positive and that more and more people are noticing. All of this of course is a huge responsibility, risk and a huge weight on my shoulders. I work endlessly with so much drive because this is my baby and my dream.*

How difficult (or easy) is it to gain the resources to create 100% hemp products?

*Great and important question. I'm glad you asked.

Very recently Kentucky won some battles and it looks like they will be able to legally grow Hemp. However, let's look at this historically and worldwide.

For decades Hemp has been illegal in most countries. For no apparent reason. [Hemp has NO drugs](#) and is an extremely important Natural Resource. Hemp has literally thousands of uses and is 100% Organic. No pesticides, sprays, treatments, nada. Just Mother Nature. Hemp doesn't harm anyone and can help our pockets and planet equally.

While there are a few countries growing and working with Hemp, China dominates the market. They never had a problem with it and have used it for generations.

So, logistically, Hemp is a nightmare! First, so everybody understands I'm on a very slim, independant budget. Hemp is an expensive material. Hemp's properties make it worth every cent. Hemp is the superior fibre, seed and fabric to everything in my and Hemp advocates opinions.

Now, even if I hit the lottery or Snoop Lion throws a few million at me:

A) I still would have to travel to China and seek out Hemp growers and factories. Build relationships with vendors. I'm not about to just send thousands of dollars overseas without even knowing what the fabric looks like. Nor do I want to open a crate of popcorn packing with no Hemp inside.

B) Did I mention spending just as much in shipping. Now I have to build a warehouse and handle business with a shipping yard. I'm at the mercy of International Customs who can hold containers hostage or make them disappear entirely. The DEA here could hold a shipment for weeks just to be a thorn. Not good for business when you have commitments.

Money and resources aside, it's a huge undertaking! Compounded by I'm working with scratch.

All of this is why I don't have a [Hemp collection](#)...Yet.

Now, while [Hemp](#) is illegal to grow in the United States, it is totally legal to import Hemp and use it here for rope, fabric, clothing, seed, food, soap, shampoo and thousands of things including fuel.

Everyday I pray Kentucky works it out and that a farmer there will get wind of my efforts. The farm would appreciate my vision and donate a supply of Home Grown Hemp and we

would develop different processes and refinements of Hemp fabrics, ropes and various products. I dream of lifetime relationships with farms and furthering the usefulness of [Hemp](#). It is a huge undertaking and costs millions. However it is a very profitable business and truly benefits the Earth, people, economy and general health. I'm a big dreamer and I have big plans.

There are more and more wonderful Hemp & Cotton blend products emerging and I think they are all great. They are excellent quality and I love the creativity everyone is using with Hemp products and clothing designs in particular. I hope to see much more in the future...

BUT, I have a different, more specific vision. One of the first things I did when I founded thcint was to write the [Corporate Statement](#) found on my website. I carefully wrote it as a guide for myself and anyone that works with or for me. In a nutshell, it is about integrity. I promised [100% Hemp Clothing & Accessories](#) and that is what I will deliver. Anyone that knows me will tell you my word isn't golden, it's platinum.

Roughly a week prior to this interview I added the [Premium 100% Organic Cotton Clothing Shop](#) to my website [thcint.com](#) I did this as an extension of the Hemp. After a year of people asking "Where's the clothing?" I felt I had to provide an alternative until the Hemp is ready. [Snapvill Entertainment](#) needed an outlet for their gear and I was noticing that people mostly just wanted to see clothing. It didn't have to be Hemp. They wanted to see what's on my mind. It also creates a possible source of much needed revenue.

I want to point out that I didn't break my word. I didn't use Hemp and Cotton blends. I won't reveal Hemp until it's 100% as promised. I did create a unique shop of the finest [100% Organic Cotton Clothing with High Quality Digital Direct prints of unique designs](#) as an alternative and extension to the main designs coming.

All of this leads to the main vision behind [True Hemp Clothing International](#). In the beginning we are working locally and exclusively. Exclusive in the sense that I treat every client independently. I'm not spending hours designing graphics. In fact the main line will have little to no graphics. My designer and I have innovative, game changing designs in the works. The functionality and integrity of my clothing are foremost important to me.

The main line isn't a Hemp t-shirt mass produced. On the contrary! The main line is:

- One of a kind pieces
- Hand sewn

- Totally unique designs
- The client is involved in the design and fitting of the garment
- Functional. You don't just wear it. You can adjust the fit and/or the piece could have multiple uses
- 100% Hemp
- Guaranteed for life. We will re-sew that patch or fix anything we can within reason.

Unique, custom, long life, hand sewn, functional, innovative, personalized, durable, beautiful, super soft, garments made to a client's desires and needs. To the point of a fitting to your specific body shape and needs.

Did I mention [Hemp](#) doesn't stretch or fade. [Hemp](#) is also resistant to cuts, tears and rips. It insulates more and breathes better than other fibres. Hemp is 3 times the strength of Cotton. One acre of [Hemp](#) can replace 4.5 acres of trees.

Of course when I get things moving I will also design runs of affordable [Hemp clothing & accessories](#) for everyone. I don't envision mass market like Walmart but something accessible to everyone.

If I just had Hemp my designer and I could show you what I mean. Any takers?*

You really support your peers? How important is it for you to give back and provide opportunities for others?

*Absolutely, 100% that is really what all of this is about. Look closely. I promote Hemp first and foremost. An important Natural Resource. I'm advocating [Hemp education](#) and products. Both are invaluable to the planet.

Second, everyone I promote on my site I know personally. I'm not pushing ads or people writing me checks. I'm also not promoting artists submitting me content from around the world. I know and I am friends with all these people and I believe in their talents and products. I have the gift and power to connect them and share them with you. I don't push you to buy things. I treat my site like a hang out. Come by, see a bunch of unique art and people, interact, [learn about Hemp](#), get involved and by the way, while you're here I know some talented people offering their art for free and for sale and I personally recommend them to you as a friend. I try hard to create that feel. I avoid calls to actions. I prefer to show you a nice time that's informative. If you appreciate it you will get involved or follow us or buy a dress or cd. I wanted to create a solid future for myself but I also know I can help others reach their goals in a way that benefits all of us. I really just want [Hemp](#) to be used again and help the people I promote make it. If I can do that I have achieved my goal. I dream of people in my clothes and [Snapvill Entertainment](#) traveling

the world doing tours and a [Klippy](#) in every car because all these things are artistic and beneficial to the planet and people. If I can help my people have security for their families I'll say I made it. I want to leave a mark and touch as many lives as possible. Money is worthless in the end. Having a school, a park, a museum, a stadium or even a landmark means people remember you. You had a positive impact on peoples lives and made changes for the better. That's what I seek and why I do this. I haven't made a dime and could have quit a million times but I have full confidence in [thcint](#) and the people I represent.*

THC has a lot in common with FYI Houston as far as 'bringing you the unknown' unsigned talent of all art forms trying to make it. Tell us more about what inspires you to do this.

It's literally the core of myself and [thcint](#). I'm an Aquarius. It's in my nature to help people. My greatest satisfaction is seeing people smile. Knowing I helped someone get further. I never think in terms of "Wow I can sell this". I look at art in terms of would I use or want that? Is it unique? Is the artist doing all they can on their own and just need a boost or a platform? Would I buy that? I take talented people and add polish. Then I use everything I know to make them shine. So far I seem to be doing my job as we do get a lot of exposure. Every day more. It's very gratifying knowing I'm helping people and I'm not charging people or running a bunch of ads. Everything I do and those I represent are Organic. This is us naked showing you our lives and want to share our art and educate you about Hemp. All I do is endless hours of hard work for free to try to get your attention to [vote for Hemp](#) and enjoy my art gallery. The money will come but it's not my motive at all. Seeing someone walking by wearing my clothing and listening to [Grae Matter](#) on their MP3 player is why I do this.

When can we expect THC products to hit the market?

I have been representing [Snapvill Entertainment](#) for close to two years now. We have ten mixtapes and roughly 30 YouTube uploads including several [Official Music Videos](#). [The Original Klippy](#) is fairly new to the site but I've been promoting Klippy's for over a year. [Bodies Of Light](#), [Castillo Photography](#) and [Humidor Mall](#) will be added to the site soon. In a year and a half I built [thcint](#) from the ground up and I have a lot of content for free and for sale. Yet I haven't even begun. I would think my website will have about 100 pages by the time it's all said and done. I have many more surprises coming.

Do you consider yourself a tree hugger? How invested are you in enriching the planet?

I'm not at all an old school Hippie. I don't have long hair, want us to all hold hands nor would I roll around naked in mud at a concert with thousands of strangers. Nothing

against that, just not me.

I'm not Mr. Green and I don't work with [Green Peace](#) or anything like that. My fight is [Hemp](#). That is a huge battle and a large contribution to mankind. I do love our planet and I'm happy to help when I can.

I'm all about saving the planet. We live on a beautiful planet and I want my and everyone's kids to enjoy it.

I gave a Dollar of every shirt sale at Shiva to [Norml of South Florida](#). I didn't sell much but I held myself to that. I intend to not only do that but always use a portion of sales towards [education of Hemp](#) and furthering the careers of others. When I do get bigger and have resources yes I absolutely will get more involved. Right now my plate is full.

"[Invest in Hemp...Enrich the Earth](#)". Invest your time. Invest your love. If you can invest your money. [Invest in thcint](#) and my "Living Art Gallery". All good for Earth.*

How would you describe your brand?

One of a kind. Innovative. Organic. Integrity. Longevity. Versatile. Trustworthy.

How do you market your brand? (social media, trade shows, events, etc.)

*In the beginning it was all street level. Visiting shops and talking to people. Lots of emails and text. I work at all kinds of events and try to have a presence. While I was waiting on my website to be built I got heavy into the social stuff. [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#) are the leaders and I'm all over them for a good while now.

Recently I've been developing more business type networks like [LinkedIn](#) and Merchant Circle. The business networks have been bringing me traffic lately and new contacts.

For the past two months I've been studying non-stop. Up all night everyday. I've been studying web design but more specifically everything involved with and surrounding a website from SEO to links to widgets and tools. Everything that integrates and enhances your website. Including traffic and most of all interactivity of the visitors.*

What is the biggest highlight of your career to date? Why?

*I think it's all the love and support I've received. Confirms I'm doing something right.

A few highlights:

[-Sky Walker video](#). I love that song and video.

-The release of [I'm Him He's Me](#) mixtape. It's more of an album and I feel most people will start to understand the skill level of [Snapvill Entertainment](#). I've known, I hang out with them all the time. That tape shows you why I put so much into Snapvill.

-[Lil Junior's Extraordinary Swag](#) mixtape. We were all anxious to release that tape. When Junior passed I felt a huge responsibility to make sure that tape was one of our best as it was his one and only true chance to shine on his own. We have more songs of Junior that we will release here and there but that was his official tape. I think I honored him well. [Freeazy Free](#) and I really cared about getting this right for Junior's fans and family. He was so talented and I know that I did my part for Hip Hop and Junior by making sure that mixtape was heard and will always be available on [thcint.com](#)*

What is your biggest career mistake to date? What did you learn? How did you overcome it?

*I would have researched into website design on my own when I first bought my domain. I went through four different web designers before I even got the skeleton I needed. Spent a bunch of time and money to get something that barely scratched the surface of my vision. Every web guy I meet is lazy and it's a huge task to get something simple done like upload a song. They want \$150 an hour and give you ten reasons as to why it's going to take all this time. Even then the work would be incorrect. Misspelled or out of order. So frustrating.

My site sat stagnant for months. I quickly learned that the only way I can accomplish my vision would be to have full control of my website. I'm the only one that will know how it should be spelled or ordered and the only one that will give a damn to take the time to make a spectacular site. After several months and more money I finally got access to my own site's editor. That is the [thcint.com](#) you see today. I have about 80% administrative rights so while I have been able to do a lot to my site, I would never be able to truly show you my dream and skills. Not to mention, I would be paying for life just to get anything done and it would never truly be what I wanted anyways.

The site now is about 50% of what I have in mind. Knowing I would always be limited I started poking around and discovered where my site was built. Within two hours I had recreated my site. At that moment I was so angry and happy all at once. I spent all this time and money to never fully achieve my vision when I would have preferred to have done it right in the first place on my own. I went through all these headaches but I

learned bits of valuable information through each headache and that prepared me for when I found the tools I needed to express my dream. Within two days I was modifying code and customizing my site. I now had the tools I needed, skills and information to make the website I intended. I was happy because I had everything I needed and I was free to do what I wanted, when I wanted. My next move was obvious. Show everyone what you mean. Put your Hemp and “Living Art Gallery” where your mouth is. Deliver on your promises. It’s time for a new site.*

What’s the hardest part about being in the fashion industry? Being a designer?

Funny how we learn about ourselves everyday. I never considered myself in the fashion industry or even a designer. I have an eye for fashion and I believe in Hemp. I merged the two. I don’t want to be the next hot designer nor a generic name. I have innovative designs I want to share with the world. I also want to create an open Hemp market which is good for everybody.

I have been blessed to have an incredible unknown designer working with me. She is my secret weapon. I won’t reveal her until we have an official unveiling of [Hemp clothing](#). Just know she is very talented. She specializes in custom designs. She loves Hemp and will not only be realizing my designs but she has full freedom to make her own pieces and designs. We are both very excited and anxious to show you our clothing. She will be the big name at the runway shows and in magazines. I’m just giving her a platform, sweetened by Hemp and freedom to create. I’ll always feed her concepts but she also has infinite designs that she will make.

I have designs, a professional designer and a platform to show and sell it all. All of it has been very easy for me.

Ironically the only challenge for me in fashion and design has been acquiring material to work with. I haven’t been able to get a few spools of Hemp fabric/material...Yet. When I do it’s game over. I don’t mean I will be shutting down my competitors nor do I want to. I’m doing something that no one else has. Not only in Hemp Clothing but also as [a hub for Hemp and Art to coexist](#).*

It’s clear that THC is a unique concept. What do you think makes THC so different?

*As far as I know I’m the only one out there offering a full line of clothing and accessories made of 100% Hemp. As far as I know I’m the only one to combine a website about [Hemp awareness](#), with a main line of Unique [100% Hemp Clothing](#) and an entire art, product and entertainment hub all in one place.

Everything at [True Hemp Clothing International](#) is very Real and Organic. We are all transparent and showing you us. Our [MuSicK videos](#) and [VidBits](#) are very live and unscripted. We deliver High Quality content with the little we have. We spend on the quality of the videos. The content We provide. We don't need all the flash and can avoid extra costs. We wish we could have all the extras and even make movies but we do what we can with what we have. It works out because it's really about the content at the end of the day.*

Tell us more about your audio/video background. How did it propel you into the fashion industry

I was an Audio/Video technician for twenty years. I did everything from delivering TV's to crawling around in and below houses and attics. Running cables and troubleshooting systems. In just a few years I built up a client list and learned a lot of skills and tricks. I had worked at several shops but the pay and credit was never right. I eventually went solo and for several years I primarily worked on high end custom Home Theaters and Home Automation. I have several certifications including the top certification in that field <http://www.cedia.org/> I loved it and made a good living from it. I completed projects in Maryland, California, Argentina, New York City, Virginia, North Carolina, Washington D.C., Boston, Miami and several cities within Florida. When the economy started crashing the first thing people cut out is entertainment. I was laid off and even homeless for awhile.

I wouldn't say it propelled me but A/V gave me so many tools and experience. Relationships with clients, businesses, and distributors. Design and implementation of projects. Placing and receiving orders. Managing crews and contractors. Programming and integration of systems. A collection of skills that I use everyday to give our fans and followers the best content I can possibly deliver within my means.*

Do you have any formal design training?

None. I have an eye for art and fashion combined with life experience. I also have the most amazing designer in Miami and I'm surrounded by several talented and creative people.*

What are your plans for THC this summer? Fall? Winter? Next 5 years?

In this interview I am officially announcing that I have been secretly developing an all new version of thcint.com. The overall feel and navigation will be the same but the look and interactivity of the website will be much better. Blogs, forums, polls, surveys and many other ways to interact with us and the website. You will be able to chat with [Grae](#)

[Matter](#) or write back and forth with [Maree D.](#) Every page will have content and I will be constantly adding new pages and content. I will be revealing new products and some other surprises. All of our older content will be updated and included. I have total control of this version of my website and I'm anxious to show everyone what I've been talking about.

In the coming months [Snapvill Entertainment](#) will begin selling original music. Some more mixtapes and videos are also on the way. Stay tuned on June 23rd and the Fourth of July.

I plan to have at least a few Hemp garments available within the next year.

I hope to have [Snapvill Entertainment](#) touring by January 2014.

I'm working out deals for subscriptions to podcasts and monthly Hemp comics and a lot of interesting content.

My goals for the next 5 years are:

-Get Hemp legalized

-Set up Hemp clothing and accessories manufacturing

-Partner with [Lamborghini](#) and make the first Hemp Hypercar

-Create a record label and get [Snapvill Entertainment](#) set up to where they can self sustain

-Build a [Hemp home](#)

-Develop new uses for Hemp

-Help establish International Hemp trade

-Help several [affiliates](#) become successful

-Build several websites and establish [Tiburón Website Design](#)

-Get an [NBA](#) license and create Hemp basketball jerseys

-Marry a good woman and start a family*

****Please feel free to add any other info you want to share with the readers****

Answer all questions to the best of your ability so writers can be accurate and efficient with articles. Not all information will be used in the article. In drafting of the article, it will be at the writers' decision to include any information they believe is relevant to the article. After your article is written, it will be emailed back to you for your approval. Any articles not approved will not be included in the scheduled issue. If you want to add/delete any content when it is sent to you for confirmation, email the writer and it will be changed.

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