



BY TORRY PENDERGRASS

Mission Statement

Red Monkey makes unique, hand-built leather accessories embodying the spirit of rock n' roll. Inspired by the rugged, lived-in character of vintage western wear and classic American motorcycle leathers, Red Monkey leather goods are designed to break-in and get even better with age.

Our products are sweatshop-free and made entirely in the USA using the highest quality, top-grain leathers. Our craftsmen make every item to order here in our Los Angeles studio. We hand-brand our name on each and every piece, and stamp our Monkey logo somewhere on it. We strive for perfection and the highest quality product, but the bottom line is that we like things a little rougher, and very real. These attributes add character to each item, which means every piece is “one-of-a-kind” and you will be the only one with it. Our philosophy is that every Red Monkey item is as unique as the person who wears it.



Owner, Torry Pendergrass, in his studio

The Beginning

Established in 1995, Red Monkey Designs started in the garage of owner/designer, Torry Pendergrass. Pendergrass, a professional dancer, was hired to choreograph a local Los Angeles play and the wardrobe required leather jewelry. Always resourceful, he took a stab at making several pieces for the show. With the leftover leather, he crafted his very first watchband, reminiscent of the late 60s style that always intrigued him.

Years later, RMD has a huge celebrity roster from musicians to actors/actresses and items from the collection have appeared in multiple films, television shows and as part of musician's wardrobes for their tours. The collection has evolved greatly from its humble beginnings. Now, RMD has expanded into multiple product categories including guitar straps, belts, wallets, t-shirts, hats, iPod cases, and handbags, even harmonica cases.

What sets RMD apart from other rock n' roll design houses is that the team has a custom design studio to create unique, handmade, one of a kind items as well as take special care in manufacturing for the mass market. Attention to detail is what separates the brand from other leather collections. Torry concludes, "We genuinely like our jobs and care about what we do. As a culture, we've gotten accustomed to disposable fashion. People will buy something cheap that lasts a month. It falls apart, and they don't care because it was cheap. We're trying to take the power back. You're buying a friend that will be with you for a long time. I'm not going to make something that's going to fail. I'm going to make the best thing I can and offer the best product to somebody."

That's precisely why Red Monkey Designs will always be in fashion.



Range of Products

RED MONKEY DESIGNS is a custom design house specializing in creating both one of a kind pieces and products for the mass market.

RMD PRODUCT CATEGORIES

Watches
Guitar Straps
Belts
Cuffs/Bracelets
Leather Jewelry
Camera Straps
Handbags
T-Shirts
Hats
Custom Leather Vests
Key Chains
Dog Collars
iPod Cases
Harmonica Cases



OUR COMPANY

From designing guitar straps for rock legends such as KISS, to creating custom watchbands for stars like Brad Pitt, Red Monkey by Torry Pendegrass has come a long way since its humble beginnings over ten years ago in a Laurel Canyon garage. Over the years, Red Monkey has become a destination for rock stars, actors, and everyone in between seeking essentially cool, rugged, vintage-inspired leather accessories.

Red Monkey's clientele includes actors Brad Pitt, Matthew Fox, Jack Black, Johnny Knoxville, Shane West, Jennifer Aniston, Evangeline Lilly, Reese Witherspoon, Mandy Moore, Minnie Driver, and many, many more. Working closely with musicians to create one-of-a-kind guitar straps and stage gear, we've developed an especially close relationship with our friends in rock, designing custom leather items for artists such as KISS, Beck, Gwen Stefani, Jennifer Lopez, Madonna, Justin Timberlake, Sheryl Crow, Dave Navarro, Metallica, U2, the Dixie Chicks, Kerry King, and Zakk Wylde.

Red Monkey can be found at hip boutiques and fine retailers throughout the US, Canada, and Europe, as well as at our flagship store in Los Angeles, California. In March of 2006, the Red Monkey Japan store opened its doors in Tokyo's fashionable Shibuya district.

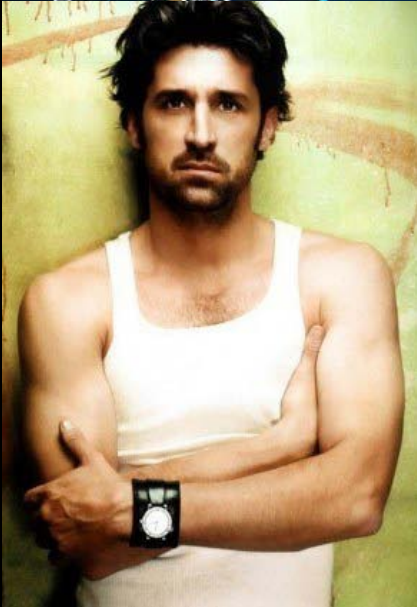
RED MONKEY

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RMD Press



TORRY,
YOU ARE THE KING OF
ALL THINGS LEATHER!



LEE DeWYZE

THE IDOL NEXT DOOR

THE SENSITIVE AMERICAN IDOL WINNER DISHES ON HIS IDEAL WOMAN, FUN FIRST DATES AND CLEANING UP HIS TROUBLEMAKING PAST

BY JESSICA HERNDON



Photograph by KIM WALKER

PEOPLE June 14, 2010 119

Trend

Wrist wrap

From tough to trendy, the cuff watch goes mainstream


By TRANG CHUONG

They were once the accessory of choice for Hell's Angels, rock stars and all-around tough guys, but cuff watches have been officially revived — in versions ranging from thick and beat-up to soft and polite.

Torry Pendergrass, creator and designer at Red Monkey Designs, has been custom-making leather cuff watches for several years.

"Fashion is undergoing an '80s revival — people are fearless," says Pendergrass, whose clients include Sheryl Crow, Gwen Stefani, Pamela Anderson and Lucy Liu.

"Before, only bikers and those on the cutting edge of fashion [wore] leather accessories. But leather is no longer considered too aggressive," he says.




Brad Pitt accessorizes with a custom-built brown leather watchband by Red Monkey Designs (\$210) and wife Jennifer Aniston (priceless).

ELLE girl

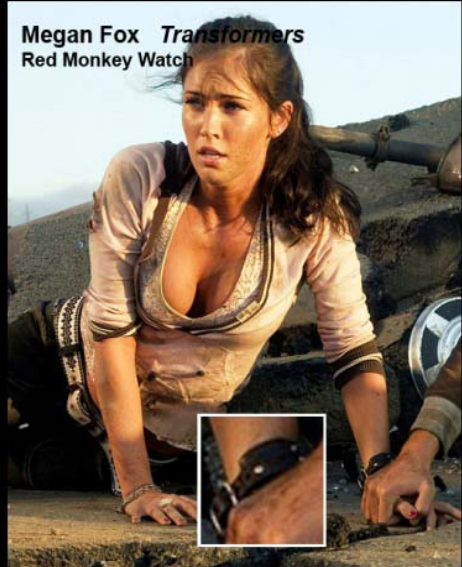

WIN! 20 PAGES OF FREE STUFF (see page 133 for details)

Fun
SPRING FASHION
215 PERFECT PROM & PARTY ESSENTIALS
THE BEST HAIR, DRESSES, MAKEUP, ACCESSORIES AND DIY IDEAS
+ CUSTOMIZE YOUR LOOK FROM PREPPY TO PUNK ROCK
GET THE REBEL STYLE OF GWEN STEFANI
"YOU WANT ME TO WEAR THAT?" WHEN GUYS GO SHOPPING FOR GIRLS
SHAKIRA! HER TOP TEN T-SHIRTS



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OFFICIAL ELLE GIRL MAG. 9, 2010
ELLE.COM

Megan Fox Transformers Red Monkey Watch

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Model behavior.

Want
strong bones?
Your
bones grow
until
about age
35
and the
calcium
in milk helps.
After that,
it helps
keep them
strong.
Which means
milk is
always in
fashion.

got milk?

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Special Projects

RMD SPECIAL PROJECTS

The Red Monkey team prides itself in doing great work for our clients and doing our best work by supporting organizations that help others.

Our most recent special project/collaboration is with the non-profit organization, Jail Guitar Doors USA. We are launching a full merchandise program to include t-shirts, hats, belts, guitar straps and other specialty items to help support their mission – building awareness by working to rehabilitate prisoners and give them hope for a better life.

The unique product line will highlight the organization's logo developed by world-renowned artist, Shepard Fairey. Fairey is responsible for creating the iconic HOPE artwork during President Obama's historic presidential campaign.

JAIL GUITAR DOORS USA – MISSION

Jail Guitar Doors USA seeks a more fair and just America. We are a non-profit program that provides musical instruments and opportunities to help rehabilitate prisoners. We organize prison outreach programs and produce public concert events. We advance new solutions to diminish prison violence. We support organizations that engage in policy reform efforts and partner with social service groups to help people in prison reconnect with the outside world. For more information, please go to: www.jailguitardoors.org



The Future

In 2011-2012, Red Monkey Designs will be working on several new ventures to further build the RMD brand.

RMD RETAIL

RMD is in talks to open a new Red Monkey Designs Retail Store, Custom Design Studio and Showroom – Fall/Winter 2011.

RMD LIFESTYLE

Red Monkey is working to bring the RMD Lifestyle to consumers to further brand awareness. RED MONKEY RACING will be the first in a series of launches in 2011. RMD Racing highlights vintage racecars and racing events. RMD Lifestyle is meant to bring fans closer to the brand and create activities to further engage our audience.

RMD INTERNATIONAL

JAPAN – Currently, Red Monkey has a store nestled in the Shimouma, Setagaya-ku district of Tokyo. RMD plans to build on the success of this store/gallery by opening another concept store in Japan, potentially in 2012. Plans to open more channels of distribution in Canada, England, France, The Netherlands and Australia to follow beginning in 2011.

FOR YOUR BENEFIT – RMD CONCERT SERIES

Red Monkey prides itself on the close relationships the company has built over the years with musicians from all music genres. In honor of these artists and their fans, RMD plans to produce ***For Your Benefit*** Concerts to raise funding and awareness for charities supported by music artists. (Project slated for 2012)





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