



In His Element: Laroyce Hawkin

Jordan Brand fathered Chicago street style, making collecting Jordans a way of life. Chicago's love for basketball and Jordan Brand is a unifying source of positivity in this city.

Chicagoans understand the true and rich history behind the brand and the shoe. People all over the world wear Jordans because they're fashionable, but when Chicagoans wear Jordans - it's a statement.



Jordan Impact

LaRoyce Hawkins is an actor, storyteller, and philanthropist from Harvey, Illinois. His brand and business, Be Powerful Entertainment is driven by giving and promotes the preservation of imagination. LaRoyce is inspired by Jordan the man and Jordan the brand and their shared standard of unmatched greatness. MJ's work ethic on the court was so next level that it seemed like nothing mattered off the court. The results of that effort speak volumes. The city was able to grow due to the light and energy that Jordan brought on top of Chicago's rich culture and history.

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Comfortably Confident

As an entertainer and artist, LaRoyce's work naturally influences his style. Knowing his job requires outfit changes on set, he likes to stay comfortable but still maintain his style, allowing him to think outside the box with loungewear fits that feel on point. "Silent confidence comes from what you're wearing because you don't have to think twice about anything that you're doing. You can let everything else go and allow your imagination to work." Some days he bases everything on a piece he doesn't want to take off like the Jordan Essentials joggers - other days it's a color scheme he wants to hit. LaRoyce's Jordan Essentials Hoodie is always in rotation since it's a light layer he can pair with a dope jacket for contrast.



The Jordan Essentials hoodie is the perfect weight to layer with a jacket.

Shop

