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PHOTO BY OLIVIA OLIVIA/THE PORTLAND OBSERVER

Located on the border of Old Town and the Pearl, Kyoto is a menswear store launched this summer by owners James Boyd (left) and Sophol It. Both have a passion for street looks and hip hop fashion.

Business Focus: Hip and Street

Duo brings menswear and art to Old Town

BY OLIVIA OLIVIA

This summer marked the grand opening of Portland's latest black-owned business, Kyoto.

A menswear shop on the border of Old Town and the Pearl, Kyoto drew in a crowd of young and old, the hip hop fashioned, and music lovers from around the metro area

for their opening.

Owner James Boyd and his partner, Sophol It, opened up the shop for July's First Thursday event and treated guests to various flavored sakes and live music by visiting DJs Reply, Shktht, and Dubb Life.

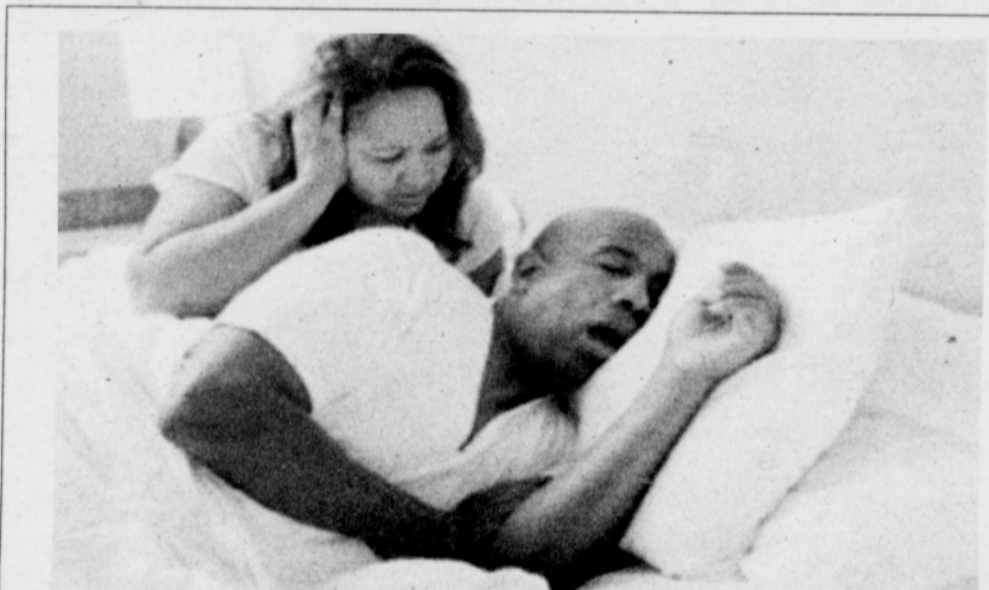
Boyd, who has ventured into business before, says he's excited to own his first storefront. He chose the Old Town neighborhood citing its great foot traffic and mixed group of residents and tourists.

"This reminds me a lot of the original Portland I remember as a

kid," Boyd says, "because its part gritty but still really walkable, still very fun. I see Old Town changing but I think it will always retain part of that wild-card aspect."

Boyd says he was inspired to name his local business Kyoto after reading dozens of Japanese fashion magazines, "Their style is amazing and we handpick items for our store that remind us of Japanese street fashion trends from their magazines. I love reading Joker, Street Jack in

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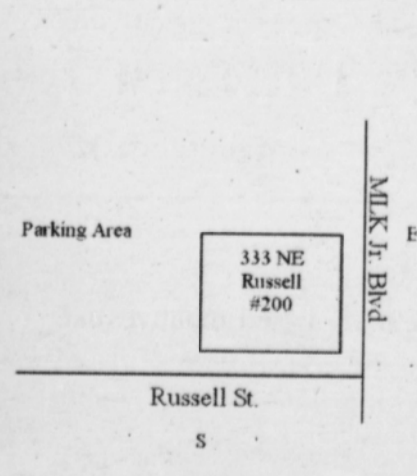
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