

# PHARRELL

Grammy Award winning singer/songwriter/producer Pharrell Williams has made history for being one of the most successful and prolific entertainers to emerge during the last decade. As part of the beat-making duo The Neptunes with Chad Hugo and the alternative rock trio N.E.R.D. with Chad and childhood friend Shae Thornton, Pharrell has helped A-List pop stars sell millions of albums and even earn Grammy Awards for the likes of Justin Timberlake, Nelly, and Usher.

Williams's unique style and creative aesthetic has been a force in several successful businesses outside the world of music. These include founding the popular clothing brands, Billionaire Boys Club and Ice Cream, as well as designing limited edition jewelry and accessories for Louis Vuitton. In collaboration with French furniture makers Domeau & Peres, Pharrell designed a collection of chairs called "Perspective" which debuted at the prestigious Emmanuel Perrotin Galerie in Paris. Pharrell followed up with a second chair design for the Emmanuel Perrotin Galerie called "Tank" which was released in 2009. He recently teamed up with Domeau & Pérès and Brooklyn Machine Works to create limited edition 'Velo' bikes. Williams also partnered with Tokyo born artist Takashi Murakami to create the artwork entitled 'Simple Things' kicking off the official opening of Art Basel Switzerland in 2009. The sculpture was manufactured by Kaikai Kiki Co., Ltd in collaboration with Jacob & Co. (aka Jacob the Jeweler). It was started some time early 2007, taking two years to come to complete fruition.

Also a partner in Bionic Yarn, a 2 year old textile firm based in New York dedicated to developing environmentally sustainable fabrics using recycled plastic bottles. The company has corporate partnerships with companies including Cole Haan, End Star, Moncler, The Gap and Timberland. He recently scored Illumination Entertainment's animated film Despicable Me featuring the voices of Steve Carell and Russell Brand.

Williams' most recent venture is the release QREAM WITH A Q™, a one-of-a-kind new cream liqueur. It was created by an inspired alliance between Pharrell and Diageo. Williams was instrumental in the development of the liqueur's creation - from taste and bottle design to marketing and advertising. Available in the U.S. in two flavors - Strawberry Crème and Peach Crème - "Qream" is 99% lactose free at 12.5% ABV.

**PLEASE DRINK RESPONSIBLY**

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