

# THE FITTING ROOM



**ROLLING STONE MAGAZINE  
CALLED BIGGIE SMALLS  
THE GREATEST RAPPER  
THAT EVER LIVED**

**WE CALL HIM ONE OF  
THE GREATEST MARKETERS  
THAT EVER LIVED**

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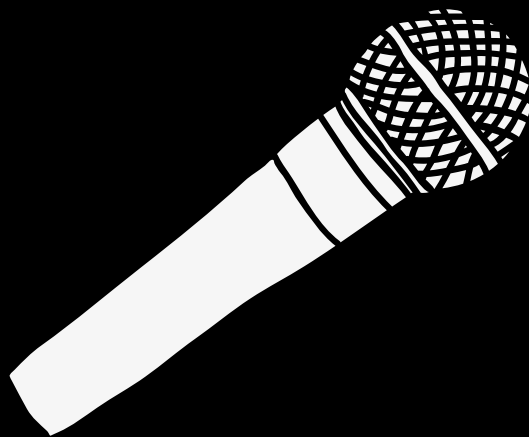
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# **INTRO: THE NOTORIOUS B.I.G**



# INTRO: THE NOTORIOUS B.I.G

The word 'legend' is never far off when you hear the name 'Biggie Smalls'. Hailed as the greatest rapper of all time, the Notorious B.I.G, born Christopher Wallace, isn't just the most impactful hip-hop artist in history, he *is* hip-hop. Despite his life being cut short when he was murdered in 1997 at just 24-years-old, the East Coast rap icon's undisputed cultural influence has prevailed.

Till this day, not only his music but his brand continues to shape the meaning of hip hop and pop culture as we know it.



# **BIGGIE: BEYOND THE MUSIC**





# BIGGIE: BEYOND THE MUSIC

Biggie's sound was a genre-defying moment in music but that's just the tip of the ice-berg when it comes to his legacy. Born and raised in Brooklyn, New York, the rapper got signed to Diddy's label Bad Boy Records in 1993, with his debut album ***Ready to Die*** dropping shortly after. The album became an imprint for gangsta rap, imminently elevating his status as hip hop's finest with tracks like 'Juicy' and 'Big Poppa' setting the tone for authentic 90s hip hop and the lifestyle that comes with it.

Music aside, Biggie became a symbol of hope during a time where America had just experienced the crack epidemic in the 1980s. The era had devastating consequences for African American communities with mass incarceration, murder and addiction killing neighbourhoods from the East Coast to the West Coast. Biggie personified the idea of a luxury lifestyle that once seemed unattainable becoming an everyday reality. Hip hop culture, which had been created and embraced by black communities for years, was transitioning from being a subculture to becoming the culture thanks to Biggie, and household brands - from high fashion to the alcohol industry - were paying attention.



Pictured: Biggie and long-time friend, Sean 'Diddy' Combs