

cool product alert! biohh



JEAN PIERI, PIONEER PRESS

The Twin Cities aren't exactly a hotbed for hip-hop music, but they are home to a new urban clothing label that promotes the positive aspects of hip-hop. "It gives individuals an awesome format to express themselves," says Marcus Manning, a loan officer and father who found himself so impressed by the genre that he started a company called **BIOHH** (pronounced B-O), which stands for Blame It on Hip-Hop.

Shirts and sweatshirts with the BIOHH logo — an "I" shaped like a microphone and "O" as a vinyl record — sell for \$25-\$40. Right now, they can be seen online at www.blameitonhiphop.com. Order by calling 866-99-BLAME. Manning and his four partners are working on getting the shirts in stores and expanding the collection to include a full line of clothing. They plan to donate a portion of profits to inner-city schools.

— Allison Kaplan