

Football 268

Chapter 268 Determination

[13/03/2019]

Briana looked up from her tablet, curiosity piqued. "Oh? What do you have in mind, Rakim?"

Rakim leaned back in his chair, his eyes lighting up with excitement. "Can I get a shot at that design tablet?" He requested reaching his hand out for the Tablet in Briana's hands. Not hesitating he scrolled through some of the sample hoodies meant as workout clothes until finding a black and gold one he liked.

copying the design he used an eraser to get rid of the body keeping only the hood part reaching just past his neck. Adding the name Rex in gold print on the black half of the hood, he followed it with Titan in black font on the other side. "I was thinking we can add these as products later on, but the first hundred will be the complimentary ones." He told them with a smile turning the tablet around and letting them see the design Idea.

"They can be worn everywhere as a form of absorbing swat or just for fashion in the gym, However, I think the first 100 should be a one-time design," The room went quiet for a moment as everyone processed his idea. They each checked over the design taking a moment to consider it in practical terms seriously.

Not done with his Idea Rakim continued listing out different ideas in which the hoods could be utilised. The more he talked about it the more convinced the people in the room were of the Idea of Titan-Hoods. "In the future other athletes or brand ambassadors signed to the company could be given a chance to design their very own Titan-Hood. Or we could create an achievement system where customers who complete Gym goals, health goals, or life goals get a special Hood designed for them."

Briana in particular found the idea quite appealing causing her smile to grow wider as she studied the design on the tablet. "Rakim, this is brilliant," she said, her voice filled with admiration. "Not only is it practical, but it also has a unique flair that ties back to your brand and the TitanFit line. A limited-edition design like this will definitely create a lot of buzz."

Felix nodded in agreement, leaning in to get a closer look. "I love the idea of combining functionality with style. These hoods could become a signature piece for the brand, something that fans and athletes alike will want to get their hands on."

Jack, who had been quiet until now, spoke up with enthusiasm. "We could also tie this into a larger campaign. Imagine a social media push where fans post pictures of themselves wearing the hood, with the hashtag #RexTitan100. It would create a community around the brand, and we could even offer prizes for the most creative posts."

Lisa at the side who had been watching with pride, added, "You might want to trade mark the design if you are going to release future designs of these hoods and make them synonymous with TitanFit." Her advice immediately prompted Felix into action as he jumped up and started making calls. With the launch of the soft release in less than 2 and a half weeks, they needed to register the hood as their trade mark quickly.

Whilst he was making the calls to get the ball rolling on the matter the rest of the people started discussing different designs of Titan-hoods. Without care, the four of Lisa, Rakim, Jack and Brianna, created dozens of different designs. They eventually settled on the Black and gold colour scheme after refining some of the details.

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Following his meeting with the people responsible for the TitanFit Line Rakim and his mother headed back home. Since he'd spend most of his off days in the meeting Rakim decided to spend an hour or two swimming in the indoor swimming pool of the housing complex.

Before doing any of that, he pulled out his phone and picked out the best picture of him signing the contract and his mother standing behind him. Not adding a location Tag and making sure no discernible details were legible in the picture he posted it on his Instagram. Below the post, he captioned it, Pen to Paper before posting it.

The post was silent for a few moments as the app went through the process of uploading it. After a minute of it being posted it completely exploded as what seemed to be a fourth of of his 1.2 Million followers caught sight of the post. With how interactive he is with his fans on social media it came as no surprise that the like count started climbing like crazy.

Within minutes, Rakim's phone was buzzing non-stop with notifications. Comments flooded in as fans speculated about what the post meant. Some guessed correctly that it was a new sponsorship deal, while the majority ran wild with the idea that he may have signed with his future team. The cryptic caption only fueled the excitement as they tried to guess what team he would be playing for next season.

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Rakim'sWife: Congrats hubby, we should celebrate when I get home.

Rakim'sMother: @Rakim'sWife, You're not my daughter-in-law so leave my son alone. Congrats son can't wait to see the magic you will create.

Rakim'sWife: @Rakim'sMother, Bitch you're, not his mother either.

Rakim'sMother: @Rakim'sWife, I Gave birth to him in spirit.

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CrazyFan: (ahem) anyways congrats my boy #RexNation

BigDaday: Welcome to West Ham Rex, I can't wait to see your magic on the pitch.

LondonsBlueLion: Who are you kidding MrGriddy himself is coming to the blue side of London.

Sergio\_LegBreaker-Ramos: He's coming to join the future Galactico.

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Comments like that quickly filled the comment sections as fans from around the world started a battle of words. Each of them seemed to be the diehards of their respective clubs who also happened to be fans of Rakim. Thus they started arguing for the merits of his joining their club, acting as if they could influence the decision.

None of this matters to the player in question as he was already undergoing his nightly yoga routine. Since he hadn't trained today he felt the need to push himself a little by doing squats, sit-ups, and press-ups trying to work up a sweat. As he went through his routine, his mind wandered back to the meeting earlier. The excitement of the new venture, the ideas for the Titan-Hoods, and the potential it held to build his brand from the ground up.

His parents had over the years always told him that he was more than an athlete and now he felt like that was proving to be true. He would be lying if he said that he would be content just to play football for the rest of his life and get paid for it. However, ever since experiencing the fame he generated just by playing well at a young age, he was forced to realise the responsibility that comes with it.

Having kids his age and younger look up to him and ask for advice, having parents of players he destroyed on the pitch treat him like their equal. These things were just a few of the encounters that made him realise just how much he could do with his fame. That was half the reason he created his social media channels to better interact with his fans and generate attention from teams across the world.

Keeping all that in mind caused his excitement for the creation of his own brand to surge further. Thus it came as no surprise to Eva that he was smiling brightly despite going through his painful core workout. He enjoyed the intensity of the workout more feeling himself getting better by the second.