



Profiles of Technology  
IN TENNESSEE

## High-Speed Internet Helps Young Entrepreneur Launch Successful Fashion Line, and a Dream

**Name:**

Nashville is the New L.A.

**Internet:**

www.nashvilleisthenewla.com

**Products/Services:**

T-shirts

**Location:**

Nashville/Davidson County

**Leadership:**

Keegan Thomas, Owner & Operator

**Founded:** 2006**Reach:** National

**Innovative Insight:** *“Running an online company means that whatever you need to know, you need to know it now – the faster, the better.”*

**The Impact of Broadband:**

100% of Keegan’s promotions and advertising is done through his online presence.

**Stores that Carry Keegan’s T-shirts:**

Smack Clothing, Flavour, V4Men, Pink Mullet Salon, Eye Candy Salon, Sun Tan City

**Nashville, TN** - Most young adults in their early 20’s are perfecting their resumes and looking for that first post-college job. But, try telling that to Keegan Thomas, who at the age of 23, has earned a name for himself as one of Nashville’s hippest up-and-coming fashion designers, and established a successful online company – all with the help of broadband technology.

It all started two years ago with a dream, a computer design program and a slogan: “Nashville is the new L.A.” Observing the trendier, more urban and edgier fashion trends catching on in Nashville, Keegan says, “The idea just came to me.”

Sensing the instant popularity of the slogan, Keegan trademarked and copyrighted the phrase and started printing it on t-shirts. Once he established a website and a MySpace page as a platform for selling the shirts, his creation took on a life of its own. The phrase struck a chord with Nashvillians, so much so that Keegan was inspired to contact local boutiques about carrying the shirts. One store signed on, and was quickly followed by another, then another, then another. Currently, four Nashville boutiques, two hair salons, and 12 tanning salons across the state sell the “Nashville is the new L.A.” t-shirt.

Keegan largely credits broadband for the success of his company. He does virtually no advertising outside his website, which accounts for 100% of his promotions. He’s also used the Internet as an educational tool for learning how to successfully maintain his business.

“Running an online company means that whatever you need to know, you need to know it now – the faster, the better,” he says. He oversees and handles all the operations for the business by himself, so being able to multitask at a rapid pace is mandatory. High-speed Internet makes that possible.

So where does Keegan go from here? Wherever he wants. His trademark t-shirt was featured at this year’s CMA Music Festival, held in downtown Nashville and attended by thousands of people from across the United States. Up-and-coming musicians such as American Idol finalist and Nashville native Melinda Dolittle are fans of the shirt. And orders are being placed from as far away as New Jersey, Michigan, and yes...even L.A.! For this 23-year-old entrepreneur, the sky’s the limit.

**About TN 95:**

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