

# NIPSEY HUSSLE

Founded in 2010, Hussle's All Money In made an epochal debut with its very first release, "THE MARATHON," marking Hussle's fifth official mixtape and follow-up to his introductory "BULLETS AIN'T GOT NO NAME" trilogy. Named among XXL's "100 Best Mixtapes of 2010," the collection was quickly followed by 2011's "THE MARATHON CONTINUES" and then 2013's "CRENSHAW," the latter proving a media sensation when over one thousand first edition cassettes priced at \$100 each were sold out in less than 24 hours at an All Money In pop-up shop in Fairfax, CA. 2014 saw Hussle embark on the nationwide "Crenshaw Tour" before unleashing his next mixtape, "MAILBOX MONEY," this time available in a 100-copy limited edition priced at \$1000.

"SLAUSON BOY 2" made its debut in 2016, comprising 17 tracks first released as part of Hussle's weekly #MarathonMonday series. That same year also saw Hussle team with YG for the landmark single, "[FDT \(F\\*\\*\\* Donald Trump\)](#)," praised by the Los Angeles Times as "the most prophetic, wrathful and unifying protest song of 2016."

At the end of 2017, Hussle announced his independent label All Money In LLC entered into a strategic deal with Atlantic Records. Hussle's debut album 'Victory Lap,' released February 16, was the first project dropped under the joint venture.

Along with his work as a lead artist, Hussle has previously collaborated with a veritable who's-who of contemporary hip hop, including Kendrick Lamar, Drake, Rick Ross, YG, Ty Dolla Sign, Meek Mill, DJ Mustard, Young Thug and many more.

As if his musical career and role as label boss weren't enough, Hussle is also successful entrepreneur. This year saw the grand opening of his first [Marathon Clothing](#) smartstore, a brick-and-mortar retail establishment allowing customers to use smart technology to make purchases and preview exclusive content. Located at 3420 W. Slauson Avenue in Los Angeles, the Marathon Clothing smartstore has drawn wide-ranging media and business coverage, including a major feature interview with Hussle in [Billboard](#).

In addition to The Marathon Clothing line and store, Hussle also owns a number of successful businesses including The Marathon Agency, SC Commercial Ventures, Proud 2 Pay, and of course, All Money In No Money Out Records. He also recently launched a new STEM (Science, Technology, Engineering, Math) initiative with the official opening of the "Too Big To Fail" center in February 2018 in Crenshaw, CA. Created in partnership with Vector90, STEM encourages design thinking and innovation in local youth, centered around impact hubs where neighborhood youth can feed off of each other's talent, creativity, and support.

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