LIFE LOVE INCORPORATED

Erick Brundidge, Owner

Photos by Julie M. Gile Photography
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Erick Brundidge, the creative visionary behind Life Love Incorporated—a streetwear brand with purpose and passion in the heart of downtown Green Bay's Broadway District—had a dream of creating a space where cartoons met inspiration, and every character printed on his merchandise carried a message that would resonate with every person who wandered in.

Erick's dream started long before he ever printed his first shirt. It began in second grade when he was drawing comic books and selling them to friends for 25 cents. That creativity stuck with him throughout his journey.

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Born and raised in Philadelphia, Erick grew up with a love for cartoons, like Dragon Ball Z. He especially connected with those that had characters who fought villains, along with inner battles that led to learning and growth. He didn't know it then, but that would become an inspiration for his future.

Later on, Erick played football at Westchester University. In 2016, a workout opportunity with the Packers brought him to Green Bay, and something about the city felt right.

"When I first arrived, I noticed there were no skyscrapers or big buildings," Erick says. "I realized how peaceful and relaxing it is here. It's so convenient. I love the community. They have all shown me nothing but the utmost love. I want to stay because of that."

Over the next few years, as he settled into life in Green Bay, he returned to drawing. His characters helped inspire him to go after his goals and dreams, and he began wondering how he could use his talent to impact others in the same way. That's when the idea of turning his art into a clothing brand emerged.

In 2024, Erick was walking along Broadway and stopped in front of a vacant storefront that caught his eye. He pulled his phone out, hit record, and said, "This is going to be Life Love Incorporated's first store."

He decided to talk with the On Broadway, Inc. team about the space. From there, Life Love Incorporated was born, opening its doors on Broadway later that year.

““Life Love Incorporated is inspired by the idea that we've all been blessed with life, regardless of who you are,” he says. “It’s up to us to incorporate our own uniqueness and differences into this one world that we share.”

Erick’s philosophy is about far more than selling merchandise, it is about truly transforming lives.

“I believe in living a life that you can't wait to wake up to, and I think that we all have that ability, but we just have to find what it is that we're looking for,” Erick says. “I'm trying to create a bridge for the gap to help others find that through my merchandise.”

Inside Life Love Incorporated, visitors will find more than racks of T-shirts and sweatsuits, they will find an entire universe. The walls are covered with art, including a large mural of his original characters. Every item, from keychains to rugs, features the Life Love Incorporated logo or a character designed by Erick, each with a story and message.

“For instance, the guy with the afro on his head, that's Fro Boy,” Erick says. “He is all about being yourself and believing in yourself. With each character, I looked at the ideology of the cartoons being something that everyone can connect with. He was the first character I created.”

Erick created many more characters to resonate with all of the varying emotions humans experience. A few examples are Snurf, a playful cartoon who rides the waves of life and represents living in the moment; Leroy, who shows it’s okay to make mistakes, but it’s important to learn from them; and Tough Guy, a character who is a reminder that tough times don’t last, but tough people do.

I“All of these characters are essentially our own subconscious thoughts,” Erick says. “If we can channel those and master those, it allows us to become the best version of ourselves. I created them to help inspire my own goals and dreams, and now I want to influence others in the same positive way.”

Live Love Incorporated is so much more than a clothing brand, and the Broadway District community has fully embraced it.

“On Broadway has been nothing but genuine to me, and I have been able to create different and wonderful relationships in the Broadway community,” Erick says.

When the On Broadway, Inc. team awarded him the Diverse Business Grant, it felt like confirmation of the support he has in the community for his dream.

On Broadway, Inc. received a Diverse Business Assistance Grant from the Wisconsin Economic Development Corporation and has been able to support more than 30 emerging small businesses in downtown Green Bay's Broadway District. The program focuses on helping women, minorities, and underserved entrepreneurs by offering affordable retail spaces, funding for renovations, mentorship, and resources to help them grow from home-based ventures into sustainable brick-and-mortar businesses.

"I am very appreciative," Erick says. "Words can't really express how I'm feeling, but I'm just humbly thankful. Helping others is my mission, and this grant has allowed me to intensify my goals of doing that. Now, I'm able to do more and create more opportunities much sooner. It's the difference of me being able to allow my business to be a little more fluid, and have the flexibility to be able to use some more creativity to help others."

Erick has also worked to utilize On Broadway, Inc.'s trainings and participates in district events, especially the farmers market, where he sets up a booth. The local youth often stop by, not to shop, but to talk with Erick, listen, and feel seen. The youth generation is at the forefront of his mission.

From hiring students to help out at the store to working toward bringing the youth together through different activities, like a chess club, Erick feels he can play a role in helping them do something productive rather than destructive.

In his store, his team feels it too. Erick has created a work environment where his team is passionate about what they do. They feel like they are a part of something bigger, and visitors can feel it. He is inspiring the future of Green Bay to become the best versions of themselves.

"I love what I do," Erick says. "I don't try to just sell my merchandise to people. I try to educate people on what I'm doing and my message. I try to be an inspiration to others."

At Life Love Incorporated, it's not just the characters on the walls that make people stop and take a closer look, it is the heartbeat underneath it all that invites people to feel seen and heard. It's a place where a cartoon can inspire you to grow and dream. Erick is building something that is changing lives and impacting Green Bay.

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