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P **UBCO**

**YOUNG THUG'S
LIFESTYLE
METAMORPHOSIS
-
"WELCOME TO AN
EXTRAVAGANT
ROCKSTAR LIFE"**



**THE ATLANTA
RAP SUPERSTAR
HAS RESHAPED
THE HIP-HOP'S
SOUND AGAIN
THROUGH HIS
MUSICAL STYLE**

**-
YSL RECORDS
FOUNDER
IS USHERING
THE MOMENT
WITH HIS
NEWEST
ALBUM "PUNK"**

Raised in the Jonesboro South housing projects in South Atlanta, Jeffery Lamar Williams aka Young Thug played football in high school, and he maintains an astonishing number of childhood friends today. He has six children, with four different women, and remains devoted to each of them.

“When you come from where we come from — when you make it, it’s all about extravagance,” says the 29-year-old rap star. “It’s all about what you can do.”



By now, Young Thug can do a lot. He's responsible for some of the past year's biggest records, pandemic be damned. Slime & B, his collaborative effort with Chris Brown, arrived in the midst of nationwide lockdowns in the spring of 2020, but managed to spend almost a whole year on the charts. Meanwhile, Young Thug's YSL Records imprint has become one of the strongest brands in rap music. The label commands a level of respect reminiscent of Bad Boy or No Limit in the Nineties. YSL's most recent compilation, Slime Language 2, featured appearances from superstars like Drake, Travis Scott, and Lil Baby, along with Thug, Gunna, and the label's other top talent; it debuted at Number One this past April to the surprise of approximately nobody. Now, Young Thug is readying Punk, his second studio album, was released on October 15th. Young Thug says it's more connected to real situations in his life, and to the people who surround him each day. Young Thug has often spoken in broad strokes about his childhood: How he grew up in Atlanta public housing. How violence and poverty engulfed his adolescence. How, as the title to his first mixtape puts it, he came from nothing. He couldn't be further from all of that now. Today, he only knows abundance.

Young Thug's 2014 single "Stoner" introduced him to the mainstream, becoming his first song to reach the Hot 100. The single illustrates Thug's appeal in a nutshell. He raps in emotionally textured vibrations instead of words, which might sound absurd until you hear it. Each verse seems to find Thug's delivery growing more viscous. He manages to pour out the phrase "I feel like Fabo," and convey exactly what that might feel like, never mind the general public's lack of familiarity with Atlanta rap lore.

So far, Young Thug has released 19 mixtapes, three EPs, 69 singles, two compilation albums, and two studio albums. His audience might even be a tad spoiled thanks to the pace of his early releases, when he was known to drop multiple album-worthy projects in the same year.



Young Thug's second studio album cover "Punk" was released on Oct. 15, its artwork was inspired by Mexican-born surrealist painter Octavio Ocampo's 1987-1989 work, "Forever Always," is the latest example of the influential talent's emphasis on visuals. Ocampo is renowned for a metamorphic painting technique where one image, or dreamy visual concept, transforms into an image of similar shape or look, but representing another concept entirely. Born to a family of designers, and focused solely on painting since the mid 1970s, Ocampo uses the tenets of Surrealist masters such as Salvador Dali in their fantastic looks at the subconscious, while often juxtaposing incongruous elements or subjects. Like Mexican Surrealist Frida Kahlo, Ocampo maintains a personal narrative in his work while also dedicating canvas space to the traditions of his homeland and Mexican ethnic totems.

With his newest album "Punk", Young Thug is ushering in a new moment. What's most apparent on Thug's new songs is the clarity in his voice. He's spent his career translating the unintelligible, making audiences feel what they couldn't speak. On Punk, he's found a way to convey the rich emotional gradients of his vibe in words. A track titled "Droppin Jewels" finds Thug at his most articulate. It features lush pianos that give the intricacies of his voice a worthy spotlight. Young Thug can sing. Like, really sing. He can rap, too, of course. The song features classic Thug bars that'll stop you in your tracks. At one point, he raps: "I just hopped out that ghost, I been driving a dead body"

"You can't learn how to keep inventing. You just keep learning how to keep learning," Thug tells me later. "What's in you is in you. There is not any way I can tell you — I just do what I do. I don't even fucking know I'm doing it."

Music isn't all Young Thug has on his plate these days. It was recently announced that he'll make his acting debut in the Tiffany Haddish-produced musical drama *Throw It Back*. He's also putting in time on his clothing line, Spider, whose name he shouts out at the start of most of his newer releases. The company's name comes from when he was a kid, climbing the walls of the housing project he grew up in. Naturally, Young Thug says he is his own favorite fashion designer, and he has big plans for the label as the world reopens and gets back to normal.



Young Thug launched his Long-Awaited Clothing Brand, "SPIDER"

Young Thug has launched his long-awaited clothing brand "SPIDER" on July 4, 2019. Known for his bold style, the rapper has created SPIDER to offer his fans and the fashion crowd an avenue into his eccentric taste in clothing. Staple items are reimaged with striking colors and expressions of spider webs. Most notably the first release features a series of denim trucker jackets marked with rhinestone web motifs on the shoulder regions. To celebrate its launch, SPIDER is set to drop an array of items every day for the next eight days.

Developed by a secret design team in LA, SPIDER consists of various custom cut-and-sewn pieces such as t-shirts, hoodies, printed denim jackets, sweatpants, and many more standout pieces. Some of the pieces shown in the lookbook include a red graphic spiderweb hoodie, a black spiderweb bejeweled denim jacket, a red patent leather bucket hat, and a red patent leather work vest.

The pop-up shop will take place on July 4-5 in a warehouse created by architect David Adjaye called the "Dirty House". Several of the pieces dropping will be exclusively available only at the one-time event.

YSL "YOUNG STONER LIFE" RECORDS

One of the clearest markers of Thug's influence and foresight has been the success of his label, YSL Records, and its artists who fall directly in his lineage. Next to Thug, Gunna is the label's biggest star, a satin-voiced protegee who shared a multi-platinum single in 2018 with Lil Baby, "Drip Too Hard," from their blockbuster collaborative mixtape *Drip Harder*. Lil Keed, a 21-year-old Atlanta native, is being pushed hard as the city's next big act, his well-received project *Long Live Mexico* included features from Lil Uzi Vert, Gunna, and Young Thug himself.

"When I started signing people, I stepped out of being an artist," Thug says. "I start noticing what made me happy, what type of music I like from my artists and then that's what made me better, like, 'Okay, now I'm a fan. Now I see.' So now, I deliver for fans."

Young Thug wants two things in an artist he works with: "pureness [and] work ethic." I ask if a unique style is important, and he shakes his head. "Anything in the world got style. A roach got style, the way he run, the way he hide, the way he eat. Everything has style, so I don't care to look for that. I mean, I love it, if you got a unique style, [but] it's just an add on."

YSL "YOUNG SLIME LIFE" RECORDS

YSL Records (also known as Young Stoner Life and Young Slime/Slatt Life) is an Atlanta-based record label imprint founded by the Atlanta-based rapper Young Thug.

HiDoraah



GUNNA



LIL KEED



STRICK



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