

The art of Sugar



Think of the word *sugar*. Perhaps your financially endowed boyfriend comes to mind, maybe your bitter morning coffee, or even Jerry Maguire's conniving prick of a colleague. But within the nonfictional world of sports and entertainment, Miami's David Sugarman is giving the name a much sweeter appeal.

THE ENTERPRISING SUGARMAN has been involved in the finance industry since 1997, managing a slew of assets and investments via his role as Vice President of Deutsche Bank. But after noticing a reoccurrence of mistakes among many celebrity clients – “they were all receiving really poor advice by businessmen that didn't hold them and their families in the right part of their mind” – he set out to establish SugarTime Productions.

Sugarman's latest endeavor is a management and strategic marketing firm that will focus on a niche market of emerging and untapped raw talent. Specifically, he hopes to manage young professionals within the entertainment world. “It's not about what is most profitable for me,” admits Sugarman, “it's about building my client's brand.” The devoted financial advisor describes his role as two-fold. Apart from discovering new talent opportunities, “I want to go out there and help college graduates who just got put on a football team find their Gatorade deal, help the film writers and directors find financing for their movie, or help emerging designers, musicians and models land their deals.”

Since the recent NBA and NFL draft, Sugarman has wasted no time finding those young star athletes their next break. “I'm going to examine their agents, deals, as well as the local markets where these kids went to school and find potential endorsements.” During Funkshion Fashion Week Miami Beach, Sugarman hosted the Emerging Designers event and awarded the winner, Juliana Costa, one year of free representation. The Brazilian native recently graduated from Miami International University of Art & Design and has since wooed fashion insiders with an impressive collection of edgy frocks from her clothing line, Juju Costa. “As the front man of Macy's new online project, Catch the Designers (www.catchthedesigners.com <<http://www.catchthedesigners.com>>), Sugarman is already in talks with executives to have Costa featured on the interactive program. Catch the Designers offers “a behind the scenes look at diverse designers that are making an impact on the industry. The website will include interviews, designer profiles, trends, personal blogs, and has already featured millionaire mogul, Russell Simmons and Project Runway finalist, Mychael Knight.

SugarTime Productions has also partnered with Funkshion and Lorette Ambrozewicz to promote the use of organic materials within the fashion industry. “There are many companies that are organic and green, but there is no single empowering organization that brings these companies together and organizes the events, the seminars, or the meetings. It's a huge undertaking, but we want SugarTime Productions to be that unifying force,” explains Sugarman. Among their plans is to create an online community that will spread awareness and bring everyone in the industry together. Although he's not your conventional Birkenstock-wearing tree hugger, Sugarman adamantly places himself at the forefront of the global environmental crisis by delving into different projects that illicit change and progression. For Funkshion Fashion Week's upcoming show in October, Sugarman hopes to implement a green component to the Emerging Designer's Award by having the contestants showcase organic collections. He is also working with Green Roks, a progressive line of organic apparel that personify the need for environmental change and action.

Whatever type of sugar he puts in his bowl, we could all use a little more of it. While assiduously working on building his client's brands and establishing SugarTime Productions as one of the leading talent agencies in the area, he is still an active Vice President of an investment bank, and sits on the board of Founders at Mt. Sinai Hospital. He admits, however, “if they created more hours in the day, I wouldn't have a worry in the world.” —**Claudia Crouillat**

For more information on SugarTime visit www.sugartimeproductions.com