



The Cool Method



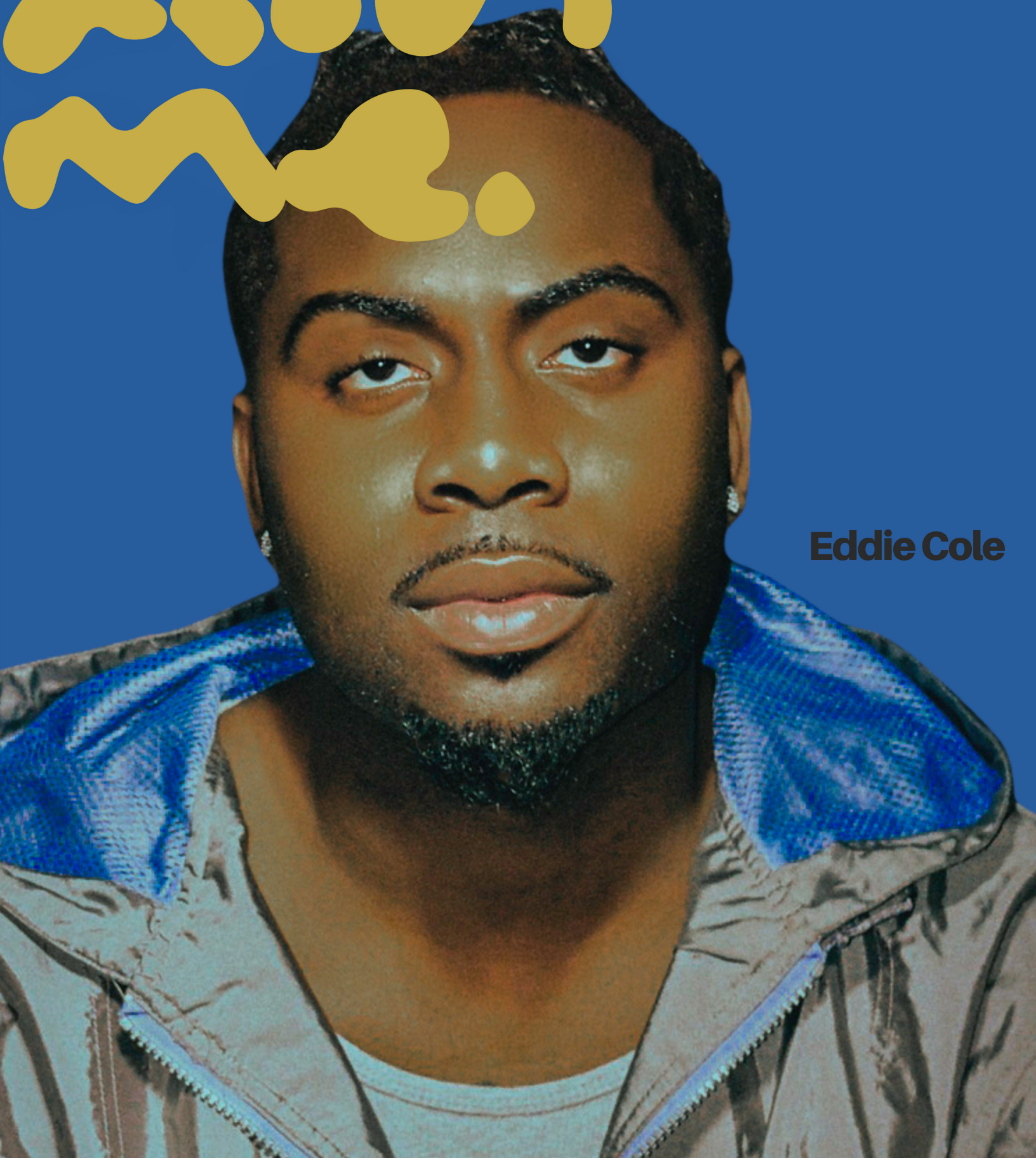


Known for his dynamic presence across platforms like Instagram, TikTok, VSCO, and Tumblr, Eddie Cole is a Minneapolis-based creative whose talents span modeling, photography, wardrobe styling, and visual storytelling. With an accessible Linktree connecting all his platforms, he curates his digital footprint just as intentionally as he does his visual work. Eddie is more than just a photographer, stylist, or fashion designer — he's a movement in motion. Hailing from Minneapolis with deep Liberian roots, Eddie brings a rich blend of culture, community, and creativity to everything he touches. What started as a high school clothing line has grown into a full-fledged creative practice rooted in authenticity, self-expression, and purpose. Whether behind the camera, curating a fit, or building community spaces, Eddie's work speaks in color, story, and feeling. He is self-taught, driven by instinct, and powered by an unwavering belief in the value of showing up — for himself, his people, and the art. This collection dives deep into the mind and methods of one of the Midwest's most exciting emerging creatives — and the world he's designing, one concept at a time.

WELCOME TO THE COLE MENTOR



about
me.



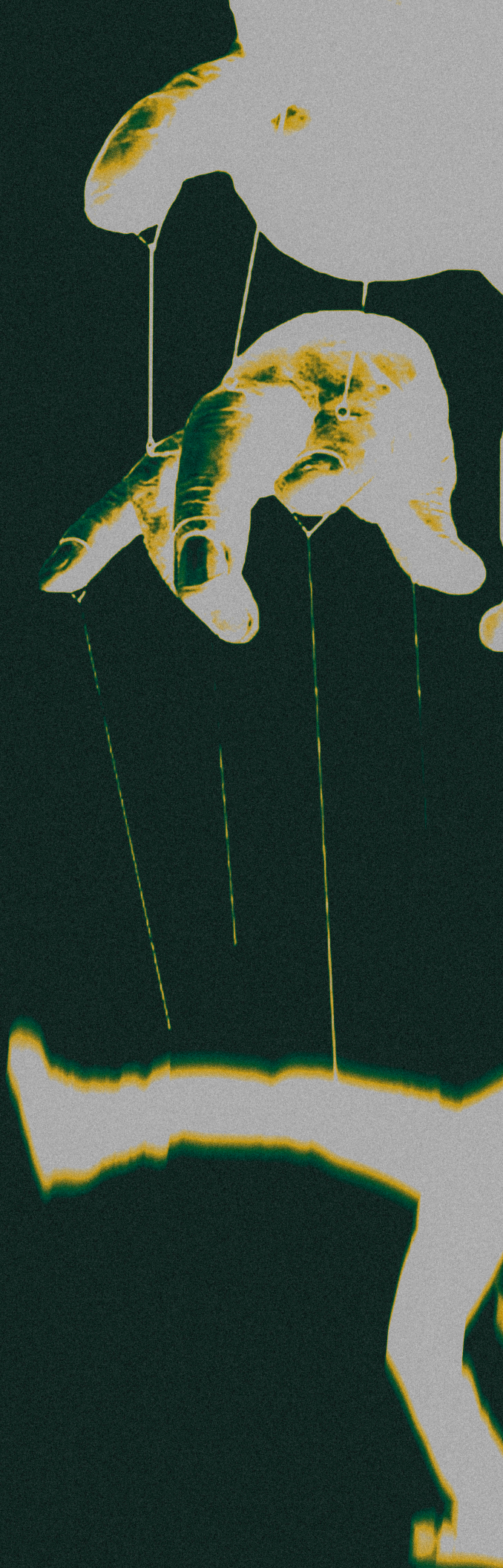
Eddie Cole

Behind every striking portrait Eddie creates is a web of influence, with his mother at the center. “She’s like my best friend,” he says, a smile audible in his voice. “If I get a haircut, I send it to her. If I do a shoot, she’s the first one I show.” This maternal bond acts as a grounding force, reminding him of where he came from and who he creates for. “She’s always been there,” Eddie says. “Not just when I had big wins — even when I was lost or unsure, she reminded me of who I was.”

Then there’s Sachie a close friend who passed away but left a permanent mark. From Sachie, Eddie learned that fashion doesn’t need to conform — baggy clothes or fitted silhouettes, what matters is how you carry it. “He made me realize that it don’t matter what you wear — it’s how you wear it,” Eddie explains. Sachie also helped Eddie develop his eye for photography, demystifying cameras and studio setups. “He’d let me mess around with his camera, even when I had no idea what I was doing. That’s real,” he says.

These two relationships — one familial, one fraternal — underscore the emotional current that runs through Eddie’s work. His images carry the weight of legacy, love, and lived experience, making them feel less like photos and more like echoes. “They both poured into me in different ways, and I try to pour that same love back into my work,” Eddie shares.

Mother, Mentor, Muse





The Roots of Eddie's Art

"My mom really gave me the confidence to start, and Sachie gave me the confidence to keep going," Eddie says. Her consistent support gave him a foundation to explore freely, knowing he had someone in his corner no matter the risk. She encouraged his creativity from the beginning, validating his passions in ways many young artists don't get to experience. "She wasn't just proud of me when things were polished — she was proud when I was still figuring it out." Her opinions still guide him today — from creative concepts to everyday decisions.

After Sachie's passing, Eddie found himself reflecting more deeply on the meaning behind his art. "Grief changes the way you create," he says. "It made me more intentional. I started asking myself why I was taking a photo, not just how." That shift elevated his work. Photography became a channel to honor memory, to feel connected to someone who's no longer physically present. "Sometimes I feel like he's still in the room with me."

Together, these two forces taught Eddie how to blend sensitivity with strength. "I try to make sure everything I create feels personal. Even if it's not about me, it should feel like it is." In a world that often prizes trends over truth, Eddie's emotional authenticity sets him apart. "I'm not trying to be the loudest," he says. "I'm trying to be the most real."

"I didn't
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everyone."

THE STUDY OF
FINE ARTS

THE STUDY OF
FINE ARTS

When Eddie first dipped his toes into the world of fashion, it wasn't from a runway or a glossy magazine spread

it started in a high school hallway in Minneapolis. Sophomore year marked the birth of his first clothing line, a passion project driven by a hunger for self-expression. But when it came time to photograph the pieces, Eddie hit an unexpected wall: no one wanted to model. Rather than stall, he pivoted — styling himself, snapping his own photos, and unwittingly laying the foundation for a multi-hyphenate creative career. “Everything I needed somebody to do for me, I just learned,” he says. That resourceful energy shaped his artistry, birthing not just a designer, but a photographer, stylist, and creative director. The journey was never linear, but it was always intentional. The Cole Method — an intuitive, self-taught approach to creative mastery — was born out of necessity and sculpted through resilience.

In the beginning, Eddie's camera was simply a tool for survival. He didn't have the luxury of a full crew or established models — he had himself, his clothes, and a vision. But necessity has a way of awakening genius. By learning every role, he developed a rare fluency in the full creative process. His photography wasn't just about capturing a look; it was about conveying a narrative. “I didn't want to depend on anyone, so I just became everyone,” Eddie reflects. His styling wasn't about aesthetics alone — it was about identity. As his confidence grew, so did his ambition. He began photographing others, offering styling services, and slowly built a reputation in the Minneapolis creative scene. Each project deepened his skills and widened his network. What began as a one-man show became a collaborative enterprise.

Today, Eddie's journey stands as a blueprint for other young creatives: don't wait for the perfect team or moment. “If you can't find the people, become the people,” he says. Learn the skills, refine the craft, and build your own path. His success story reminds us that talent is powerful, but determination is unstoppable. The Cole Method isn't just a personal philosophy — it's a creative call to action.

Art Is the Heart

Art isn't a
for Eddie — it's
before cameras and cli-
act of making something
been a visual person," he says.
ing with color, flipping through

childhood curiosity evolved into a deep relationship with all forms of art — from
fashion to photography to interior design. For Eddie, art isn't confined to a gal-
lery. It lives in movement, in music, in people.

hobby
a lifeline. Long
ents, he was drawn to the
out of nothing. "I've always
"Even as a kid, I was sketching, play-
magazines just to see the photos." That

His work reflects this wide artistic palette. Whether he's framing a subject
in natural light or styling an outfit with sharp contrasts, Eddie approaches
every decision like a painter before the canvas. He trusts instinct, hon-
ors mood, and lets emotion guide execution. "Sometimes I don't
have a full plan," he says. "I just feel it and let it happen."

Art also acts as a translator for his identity. As a first-gen-
eration Liberian American and self-taught cre-
ative, he often exists outside traditional boxes.

Through photography and fashion, he
creates new language — visual sto-
rytelling that says, "This is who
I am." For Eddie, art is
where he can be fully
understood







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I think ***I'm more focused now*** and
especially with like my goals that
I've set for the year after last year."



I

n a world where degrees and professional accolades often define success, Eddie stands as proof that passion, curiosity, and consistency can build a legacy. From learning to shoot on a camera out of necessity to mastering the art of styling and creative direction, Eddie's path has been driven by self-education. "Everything I didn't know, I just figured out," he says.

Eddie's introduction to creativity wasn't accompanied by a classroom or a syllabus. It came from a hunger to express himself — first through fashion, then through photography. When his classmates declined to model his early clothing designs, he became his own model. When photographers didn't show up, he learned to use a camera. In the absence of formal mentors, YouTube tutorials, trial-and-error, and endless hours of experimentation became his education. "I didn't know what ISO was or what aperture even meant," he says, laughing. "I was just clicking buttons at first, but eventually I realized how powerful understanding light could be."

That hands-on learning approach gave Eddie a kind of creative flexibility many trained professionals envy. He could pivot quickly between roles: designer, stylist, photographer, and director — seamlessly merging them into one vision. As his skillset grew, so did his confidence. "Once you realize you can learn anything, it's over," Eddie says. "The fear disappears."

His commitment to learning wasn't limited to technique. Eddie also taught himself how to manage clients, organize shoots, build mood boards, and edit professionally. Over time, his work began to speak for itself, attracting collaborations and commissions that spanned industries. "It's wild when people hit you up and you're like, damn — I learned this in my bedroom," he says.

In an era of digital access, Eddie believes anyone with drive can build their craft. But self-teaching, he says, also demands self-discipline. "You gotta show up when no one's asking you to," he says. "That's the hardest part." For aspiring creatives, Eddie's story isn't just inspirational — it's instructional. His journey proves that knowledge isn't always found in textbooks; it's found in the doing. "My method wasn't perfect," he admits, "but it was mine. And that made it work."

What makes Eddie's journey even more impactful is the accessibility of his tools. He didn't start with the best camera or the most advanced software — he started with what he had. "I used to edit on my phone before I could afford Lightroom," he shares. "It wasn't about perfection, it was about progress." That mindset helped him stay motivated when results were slow to come. He kept showing up, creating, learning from each misstep.

Eddie also credits his self-taught path with helping him develop a unique creative voice. Without the influence of academic constraints or industry gatekeepers, his work remained raw and personal. "I wasn't trying to copy anyone. I was just trying to get better every day," he explains. That approach gave him freedom to take risks and develop a style that stood out. "Sometimes not knowing the rules helps you break them better," he laughs.

Now, as someone who's worked with models, artists, and brands, Eddie doesn't take his journey lightly. He pays it forward, often sharing behind-the-scenes content, tutorials, and advice with younger creatives. "If I can save someone time or give them a shortcut I didn't have, that's a win," he says. He believes self-taught artists have an advantage — they understand struggle, adaptability, and persistence on a deeper level.

Looking ahead, Eddie sees self-teaching as a lifelong process. "There's always something new to learn — a technique, a software, a way to communicate," he says. "You can't get comfortable. You gotta stay curious." That hunger for growth keeps him pushing boundaries, evolving with every shoot. Through his story, Eddie hopes to inspire others to take control of their creative development. "Don't wait for someone to give you the green light," he says. "You already have everything you need to get started."







HUSTLE, HEART & HOME

Opening a creative studio is no small feat — especially in a city often overshadowed by larger markets. But for Eddie, building a hub in Saint Paul was more than a business move; it was a declaration of faith in his city. “People think you gotta move to LA or New York to make it. I wanted to show you can build something dope right where you are,” he says.

The process started with a conversation between Eddie and a childhood friend. Both had grown as creatives and wanted to reinvest their success back into their community. Together, they found a space downtown and transformed it into a studio. “It wasn’t perfect. It took a lot of work. But it was ours,” Eddie shares.

More than just a place to shoot, the studio became a meeting ground for ideas, collaborations, and community. “We’ve had artists, models, stylists — even people who’ve never been on set before — come through and leave inspired,” Eddie says. The goal was to make creativity accessible, not intimidating.

Eddie takes pride in the space being welcoming. “It’s not about being elite — it’s about being open. I want people to walk in and feel like they belong,” he says. The studio’s aesthetic reflects that mission: clean, raw, versatile. A blank canvas that invites transformation.

DRESSING THE DREAM

To understand Eddie's work, you have to start with fashion. "That was my first love," he says. Every photo, every concept, every vibe stems from that foundation. Styling, for him, isn't just aesthetic — it's storytelling. "Fashion gave me a way to speak before I knew how to say anything," he shares. He recalls moments where he's had to turn scraps into statement pieces, like draping fabric into dresses or mixing and matching unexpected pieces to build something entirely new. "Sometimes I just pick up a random piece of fabric and make it work," he says.

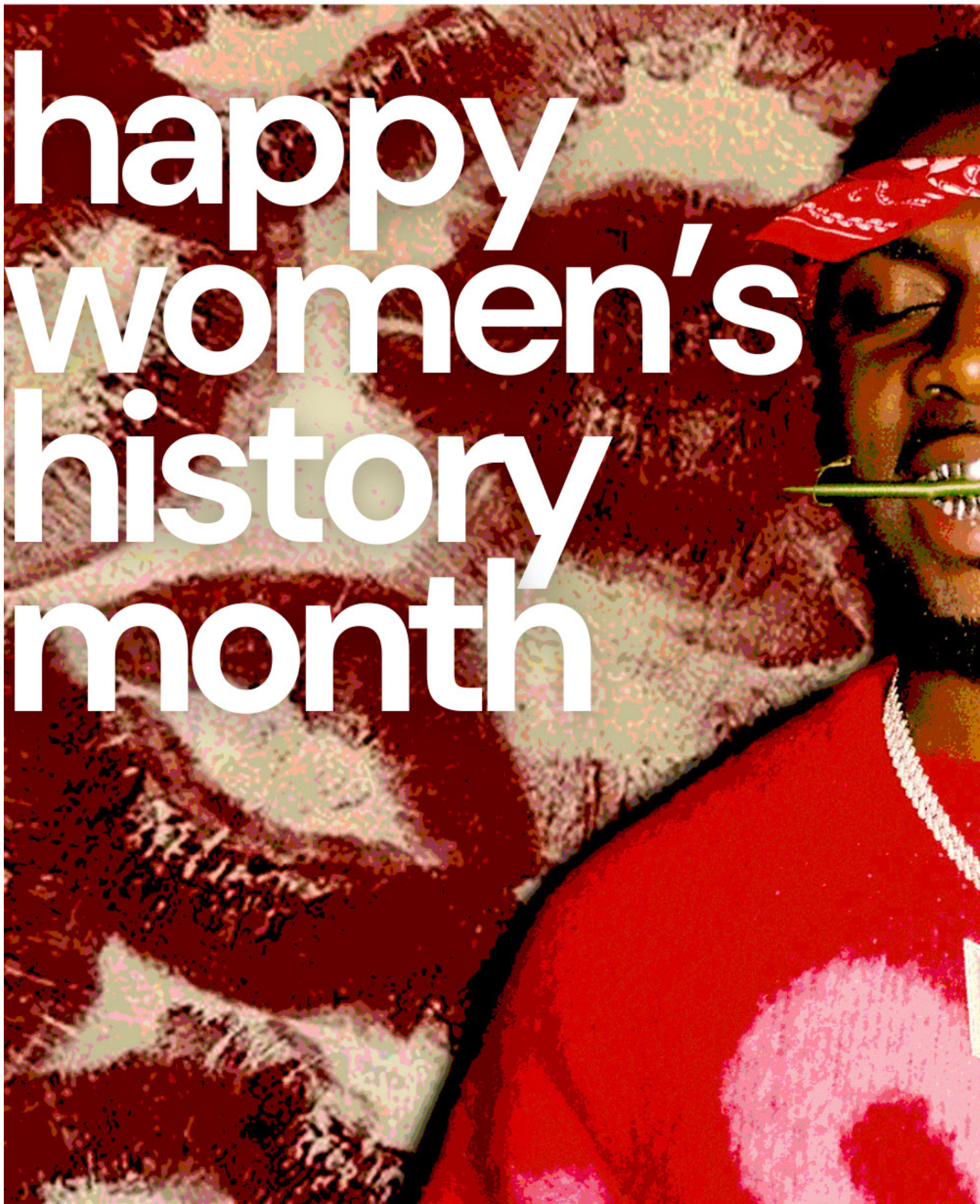
His closet is a study in organization — a meticulous system based on what's been worn and what's waiting for a moment. "I got bad OCD," he laughs. "Everything I wore goes on one side. Everything I haven't worn is on the other. So when it's time to shoot, I already know what's up." When working with others, he researches their vibe, studies their socials, and brings suggestions that feel aligned but fresh. Fashion, for Eddie, is not just the subject of the photograph — it's the soul. "If the fit don't



His shoots often begin with wardrobe. The fabrics, colors, and silhouettes inspire the rest of the creative vision. Whether it's a streetwear editorial or a high-fashion concept, he ensures every detail aligns with the message. Even the smallest accessories hold meaning. "It's all in the details," he says. "The way a jacket folds, the way a chain hits the light — it all matters."



happy
women's
history
month





Love, Eddie



THE STUDY OF
FINE ART



To understand Eddie's creative spirit — it is to understand where he comes from — not just Minneapolis, but Liberia. As a Liberian American, Eddie's identity has always straddled two worlds. And rather than choose one over the other, he's found a way to let both inform everything he creates. "Being Liberian taught me to be proud, even when people don't get it," he says. "It taught me that my story is valuable — and that I don't have to change it to fit in."

Growing up in Minnesota while being raised in a Liberian household brought its own complexities. At school, he was surrounded by a culture that didn't always understand his roots. At home, he was steeped in traditions, languages, and values passed down through generations. "My parents kept our culture alive. From the food to the music to the way we talk — I always had Liberia with me," he explains. That duality taught Eddie to navigate multiple spaces and gave him a creative versatility that shines in his photography and styling today.

Eddie's love for bold colors, texture, and storytelling in his work can be traced back to Liberian aesthetics. "African fashion isn't quiet — it's loud, expressive, and full of life. That's how I want my photos to feel," he says. He draws inspiration from traditional garments, West African tailoring, and even family photo albums filled with images of weddings, celebrations, and everyday life in Liberia. "There's a richness in our culture that you can't fake — I try to tap into that in every shoot." But it's not just about visuals. Eddie also carries the spirit of resilience that defines so much of the Liberian story. With a history marked by civil war and displacement, Liberians know what it means to rebuild, to persevere, to create joy amid struggle. "My family went through a lot to get here. That's not something I take lightly," Eddie says. When he works, he works with that legacy behind him. "I feel like I owe it to them to go hard." This background has also made Eddie deeply community-oriented. In Liberian culture, community isn't just encouraged — it's expected. That belief in togetherness influences how Eddie collaborates, builds spaces, and lifts others as he climbs. "Everything is we, not just me," he says. "Whether I'm on set or at home, that mindset follows me." His roots also influence the kinds of stories he wants to tell. Eddie is intentional about challenging narrow Western portrayals of African identity. "We're not just one image. We're innovators, we're creators, we're fly," he says. Through his work, he aims to celebrate the everyday beauty and creative brilliance of the African diaspora. While Eddie was born in Monrovia, Liberia and raised in the U.S., his connection to Liberia remains active. He stays tapped in with the culture, supports Liberian-owned businesses, and sees his platform as a bridge between communities. "Even if I'm not physically there, I carry Liberia with me in everything I do," he says. "It's in my swag, my work ethic, my values." In today's creative landscape, identity is often commodified — but for Eddie, it's a source of authenticity. His heritage doesn't just inform his story; it anchors it. "When people ask me where I get my style or why my work looks the way it does — I tell them it's in my blood," he says. "That's Liberia."

Eddie's vision is proof that honoring your roots doesn't limit your reach — it expands it. By fusing Liberian pride with Minneapolis hustle and global ambition, he's creating a legacy that's as layered as his identity. "I want kids like me — African kids, first-gen kids — to know they can do this too."

REPRESENTATION

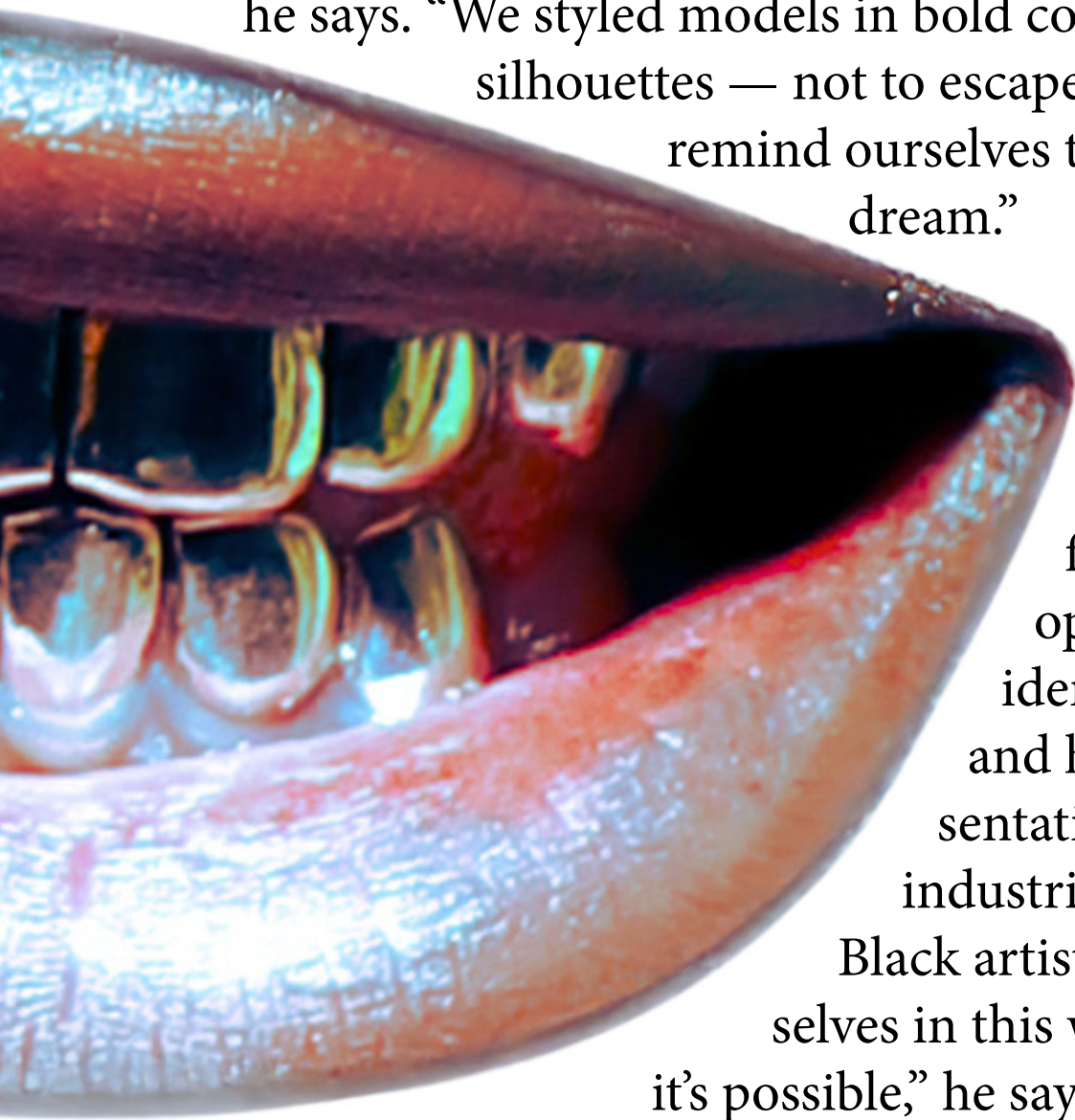
isn't just a buzzword for Eddie — it's the heartbeat of his work. As a Black creative raised in the Midwest, he's seen firsthand how narratives around Black fashion, art, and identity are often filtered through external lenses. "I got tired of seeing us only celebrated in a certain light — trauma, struggle, pain. That's part of the story, but not all of it," Eddie says. "Where's the joy? The innovation?"

Through photography and styling, Eddie creates space for authenticity — not assimilation. His shoots feature Black models styled in eclectic, expressive fashion that doesn't conform to mainstream expectations. "Sometimes people think Black creatives gotta be urban or edgy all the time. But we're not a monolith. I wanna show the full spectrum," he says.

Eddie also prioritizes collaboration with other Black creatives — from makeup artists to videographers — creating work that is rooted in shared understanding. "When I shoot with people who get it, it's a whole different energy. We don't have to explain every reference or tone ourselves down. It just flows," he explains.



One of his proudest projects came in the wake of the George Floyd protests. Eddie produced a fashion editorial infused with messages of resilience and future-building. “It wasn’t about showing pain — it was about showing power,” he says. “We styled models in bold colors, structured silhouettes — not to escape reality, but to remind ourselves that we still get to dream.”



Beyond the visuals, Eddie uses his platforms to speak openly about his identity, challenges, and hopes for representation in creative industries. “I want young Black artists to see themselves in this work and know it’s possible,” he says. “You don’t have to wait for permission.”

By reclaiming the narrative, Eddie isn’t just telling his story — he’s widening the frame for all those who follow.

Hustle on Repeat

Scroll through Eddie's portfolio and you'll notice something: consistency. Behind every clean edit, every layered outfit, every studio shoot, is hours of hustle. "People see the outcome," he says. "They don't see the all-nighters, the redos, the quiet mornings when I'm planning everything out."

A big part of Eddie's drive comes from music. It's not just background noise — it's the engine. "I listen to music more than I talk," he admits. He uses it to set the tone for shoots, to brainstorm ideas, and to push through edits. From old-school R&B to Afrobeat to ambient loops, his playlists reflect the layered moods of his creative process. "Sometimes it's hype. Sometimes it's mellow. But there's always something playing."

His work ethic also stems from being self-taught. Because no one was there to tell him how to build a concept or handle a client, he had to figure it out through discipline. "I treat it like clockwork," he says. "Even when I'm not booked, I'm working." He sees practice as essential, carving out time to experiment with lighting setups, new editing techniques, and wardrobe layouts.

His work speaks for itself, but it's his dedication that sets him apart. "You can have talent, but if you don't put in the hours, you'll never grow," Eddie says. "I'm never not working on something."











For Eddie, clothing isn't just about looking good — it's about feeling good. "I used fashion to protect myself, to express myself, to heal," he says. This expression became his emotional armor, especially during moments of grief, anxiety, and isolation. Growing up, Eddie didn't always have the words to articulate what he was feeling, so he put it in his clothes. Through outfit curation, he began shaping how he moved through the world. "My dress reflects the way I feel, or the way I want to feel," he says. On his hardest days, it gave him the strength to step out with pride. On his best days, it became a celebration.

**NEVER
STOP
CREATING**

...eling whole. "I've always
...essay explores how fashion
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...s feeling, but he had
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Eddie, style isn't limited to clothes — it's an entire atmosphere. The way a photo feels. The energy on set. The layout of a shoot space. "People think it's just about the outfit," he says. "But style is a full experience."

He treats styling like curation — blending objects, colors, and vibes into cohesive moments. A clean studio setup, a bold background choice, or even the way a model walks can elevate the vision. "I like to create spaces that feel intentional," he says.

His fashion sense is just the entry point. From fonts on a flyer to lighting setups, Eddie brings a stylist's eye to every detail. "If it has my name on it, I want it to look and feel like me," he says.

While some artists view social media as a chore, Eddie sees it as a tool. “It’s like a portfolio that never closes,” he says. He uses Instagram and TikTok to share final work, behind-the-scenes clips, and moodboard content. But beyond the grid, it’s also where he builds community.

“I’ve met so many dope people just through a comment or a DM,” he says. “I don’t wait for someone to find me. I go find them.” That proactive mindset has led to shoots with models he discovered online and collaborations with stylists across the country.





AUGUSTE RENOIR
Bouquet of Chrysanthemums

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GOOD MUSIC &
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