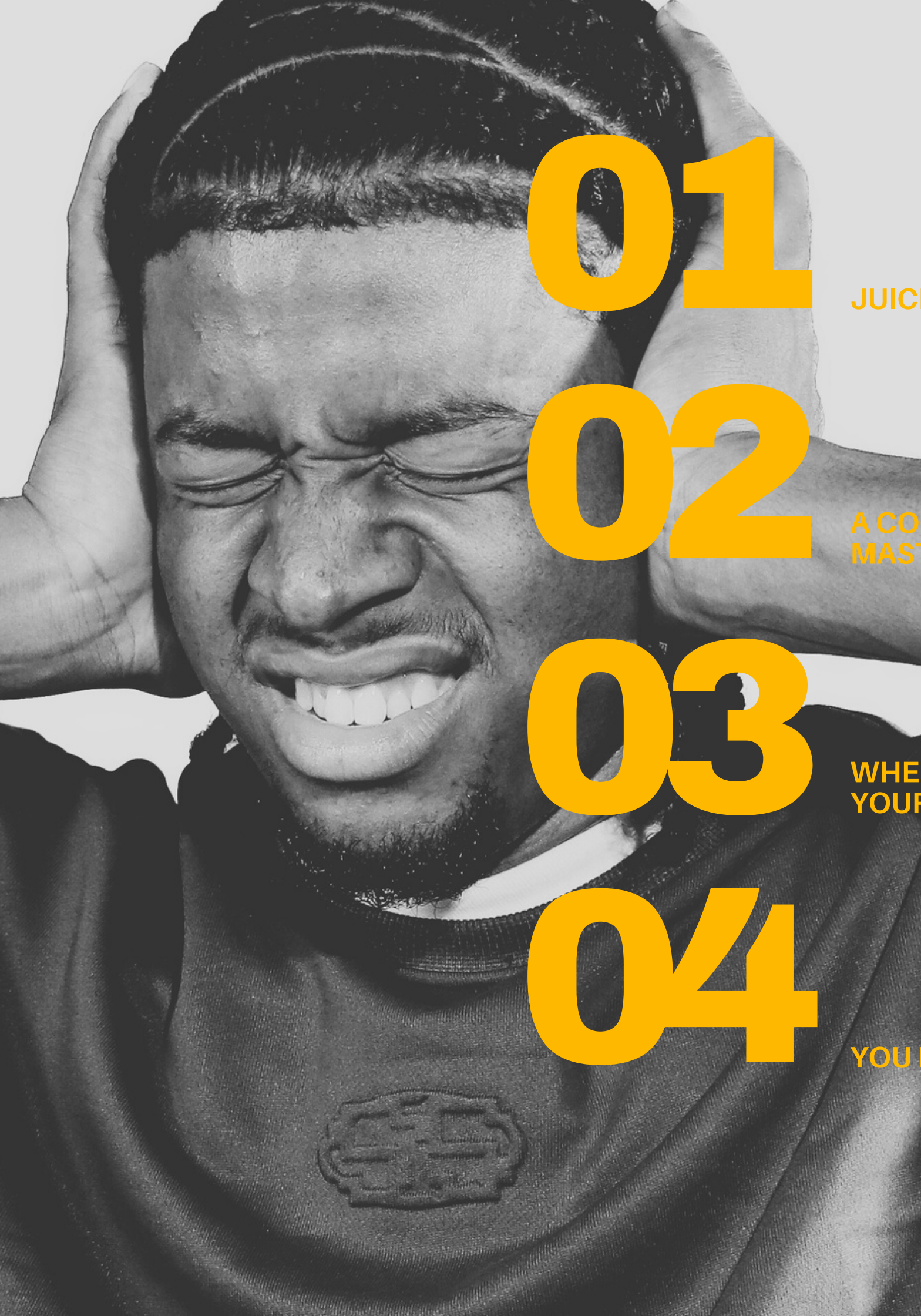






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THE DOUBLE EDGED
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BUBBA & THE BIRDS

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FUCK WHAT
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08

WHAT'S NEXT



What happens when a kid from Philly picks up a phone, cracks a joke, and changes his life? You get Isaiah Collin—aka BubbaCollins—a voice, a vibe, and a virtual force redefining what it means to “make it” online. His content? Unfiltered. Funny. Relatable. But behind the skits and viral clips is a story much deeper: one about identity, legacy, and staying true in a world that’s quick to twist who you are.

From being called “Juice” in the kitchen to becoming Bubba on every screen, Isaiah’s journey is a layered love letter to authenticity. He’s built more than a platform—he’s built community. One minute, he’s cracking jokes about Philly culture. The next, he’s in a room full of legends who already know his name. This issue isn’t just about a creator—it’s about a creator who cares. Welcome to the world of Bubba, where every laugh comes with real life behind it.



From TikTok Teen to Philly's Funniest

Isaiah Collins, known to the world as @bubbacollins on TikTok and Instagram, began his journey in the digital spotlight as a high school student just trying to make his friends laugh. What started as simple skits and funny moments shared in 10th grade eventually transformed into a compelling online presence that would capture the attention of millions. Bubba's story isn't just about becoming internet famous; it's a testament to growth, resilience, and staying grounded while navigating the chaotic waves of viral culture.

Bubba's early TikTok videos were a reflection of the humor that came naturally to him. During the COVID-19 pandemic, while many were learning to bake bread or binge-watching Netflix, Bubba found his stride in creativity. The lockdown forced him to move with his mother to Panama, a drastic change that further sharpened his observational humor and expanded his worldviews. Despite the geographical shifts, his content maintained its authentic Philadelphia spirit, equal parts gritty, real, and hilarious.

The turning point came when Bubba entered college. With more life experience and maturity, his content evolved. By the time he was a freshman, his follower count had jumped to 200-300K. But it wasn't just the numbers that changed, it was the intention. Bubba started showing more of his true self, peeling back layers, and sharing the thoughts and feelings that resonated with an audience craving authenticity. This shift helped him reach over a million followers by his junior year.

Bubba credits this rise not to algorithms or luck but to embracing who he truly was. "Once I started to become my own person, that's when I really started to get out of my shadow," he says. The vulnerability he brought to his content, mixed with his humor, allowed people to connect deeply with him. His fans weren't just viewers, they were part of a shared journey.

Isaiah Collin's ascent as BubbaCollins isn't just a social media success story; it's an exploration of identity, purpose, and passion. From humble beginnings to becoming a name recognized in VIP lounges at basketball tournaments, his story sets the tone for a new generation of creators who don't just want to go viral, they want to be seen, heard, and understood.





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A man with dreadlocks, wearing a white long-sleeved shirt and black pants, stands in profile against a light-colored wall. His shadow is cast on the wall behind him. Large, bold, yellow serif text is overlaid on the image, partially obscuring the man. The text reads "ALAH" on the top line and "LLINS" on the bottom line. The man's shirt has some black text on the back, and his pants have a small white logo on the pocket.

ALAH LLINS

COMEDY KING

BUBBA



The duality of being speaks to Isaiah's corn and dad's sides of the worlds, each influencing his creative style. The Juice hustle. The Bubba side, business, and humility. To his identity but also, a multifaceted texture. By embracing the name, just claiming a nickname, a deeper layer of who he is, the humor, the skits, the young man anchored in no small part to his being known is cool, thing.

To the millions who follow him online, he's BubbaCollins

but to his family, Isaiah Collins has always been known as Juice or Bubba—nicknames steeped in love and familial intimacy. The name “Bubba” specifically carries a deeply personal origin, one tied to his mother and the moments before fame ever entered the picture. Understanding the roots of this moniker reveals how it helps keep Isaiah grounded, even in the whirlwind of internet fame.

Isaiah's first nickname was Juice, given to him by his extended family. But Bubba? That was special. “That nickname was just for me and my mom,” he says. It was a term of endearment that stuck with him throughout his youth and remains a tether to his identity before social media. As his following grew, Isaiah noticed that the industry and online persona could pull creators into egotism or burnout. The name Bubba became a compass, redirecting him to the person he was before any of this began. Even in moments where the fame started to weigh heavily, when engagement dipped, or he started questioning his worth, returning to the identity of Bubba reminded him that he was first and foremost his mother's son. That same kid dancing in the kitchen, impersonating Michael Jackson for family laughs. Bubba is not a character; he's a reminder of home, of realness, of roots. This philosophy has become a throughline in all of Isaiah's content.

both Juice and Bubba also
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side represents flair, flash, and
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me Bubba publicly, Isaiah isn't
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In a world addicted to scrolling, Bubba moves differently. While his videos go viral and his soundbites trend across platforms, he's rarely chasing the next post. Instead, he's asking, "How's my real life doing?" For him, the internet is just a tool not the destination. "I'd rather miss a trend than miss my peace," he says. That mindset isn't just refreshing; it's radical in an era where creators burn out faster than their engagement peaks. He treats his real life like the main project, and everything else flows from that.

His approach to content creation is based in rhythm, not routine. If he's feeling it, he records. He doesn't force it. That might sound simple, but it goes against the unwritten rules of internet fame. He isn't interested in performance for performance's sake. He doesn't want to be known just for being online. He wants to be known for staying true. That's why there are weeks where he goes quiet, choosing to journal, weld, travel, or just sit still. And guess what? His audience sticks around. Because real recognizes real.

This lifestyle isn't without challenges. Brand deals have deadlines. Algorithms reward consistency. There's pressure to keep up appearances. But Isaiah resists the pull. He's more focused on creating something that matters than something that merely exists. And when he does show up on screen, people feel the difference. His joy isn't manufactured. His presence isn't manicured. You can tell he's lived between posts, and that's why the content hits harder.

There's also a bigger reason Isaiah moves with caution: he's seen what the internet does to people. He's watched creators lose themselves in clout, in ego, in overexposure. He's been close to it himself. "There were times I didn't know if I was making content or just trying to be liked," he admits. That honesty fuels his boundaries today. If he's not grounded in reality, he knows everything online can become noise. "If it don't feel like me, I don't do it."

Instead, he builds from the inside out. Whether he's working on a new idea, a job skill, or his relationships, Isaiah is playing the long game. And his audience, surprisingly, respects that. They don't just follow him for his jokes, they follow him for his judgment. His ability to know when to step forward and when to step back. His online success is actually built on offline discipline.

For any young creator watching, Bubba's message is clear: **DON'T LOSE YOUR REAL LIFE CHASING YOUR DIGITAL ONE.** Make memories, mess up, learn new things. Let your content be a reflection, not a replacement of who you are. Because at the end of the day, viral moments fade. But your peace? That's the real win.

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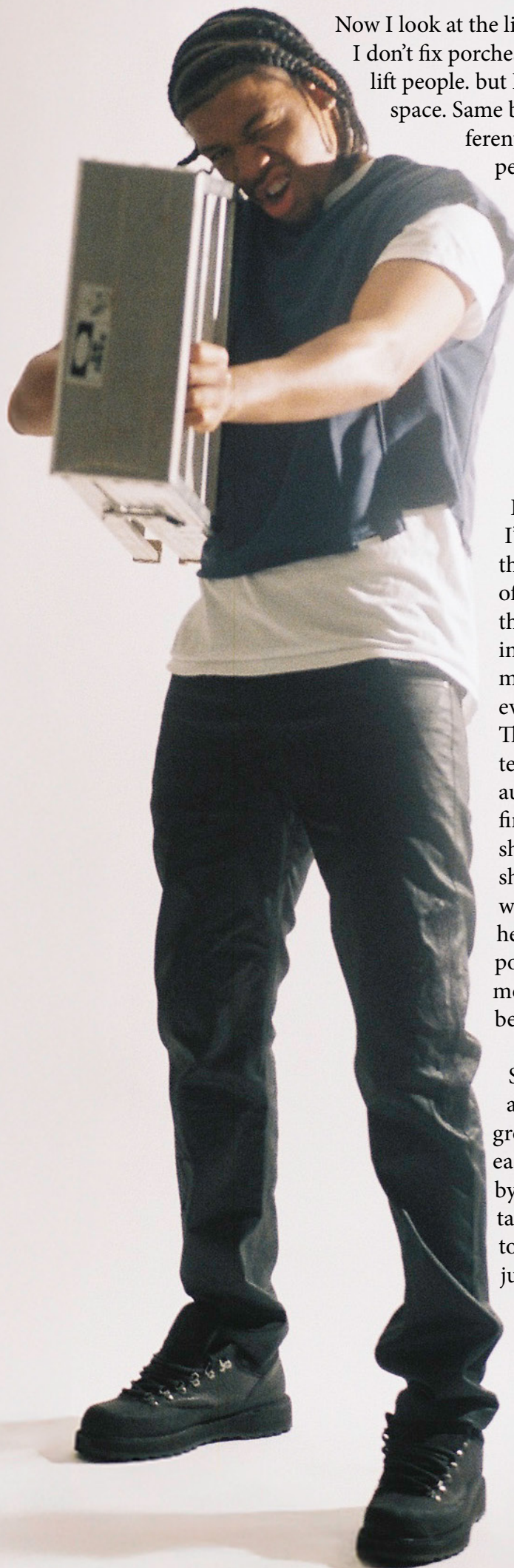
My Dad used to build houses.

That's not a metaphor. That's how he moved, quietly, purposefully, fixing things other people gave up on. He'd go around the neighborhood and fix porches for the elders. If somebody's railing was rusted out, he'd replace it. If a young boy just came home from doing time, he'd teach him how to weld. Not for money. Not for props. Just because that's what a man does when he knows how to build.

He never said much. But I
him handle steel like it was
suring twice and cutting once.
leave something
lasted. And
I think deep
down, I always
wanted to be
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Just solid.

learned everything from that silence. Watching
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He wasn't trying to be seen, he was trying to
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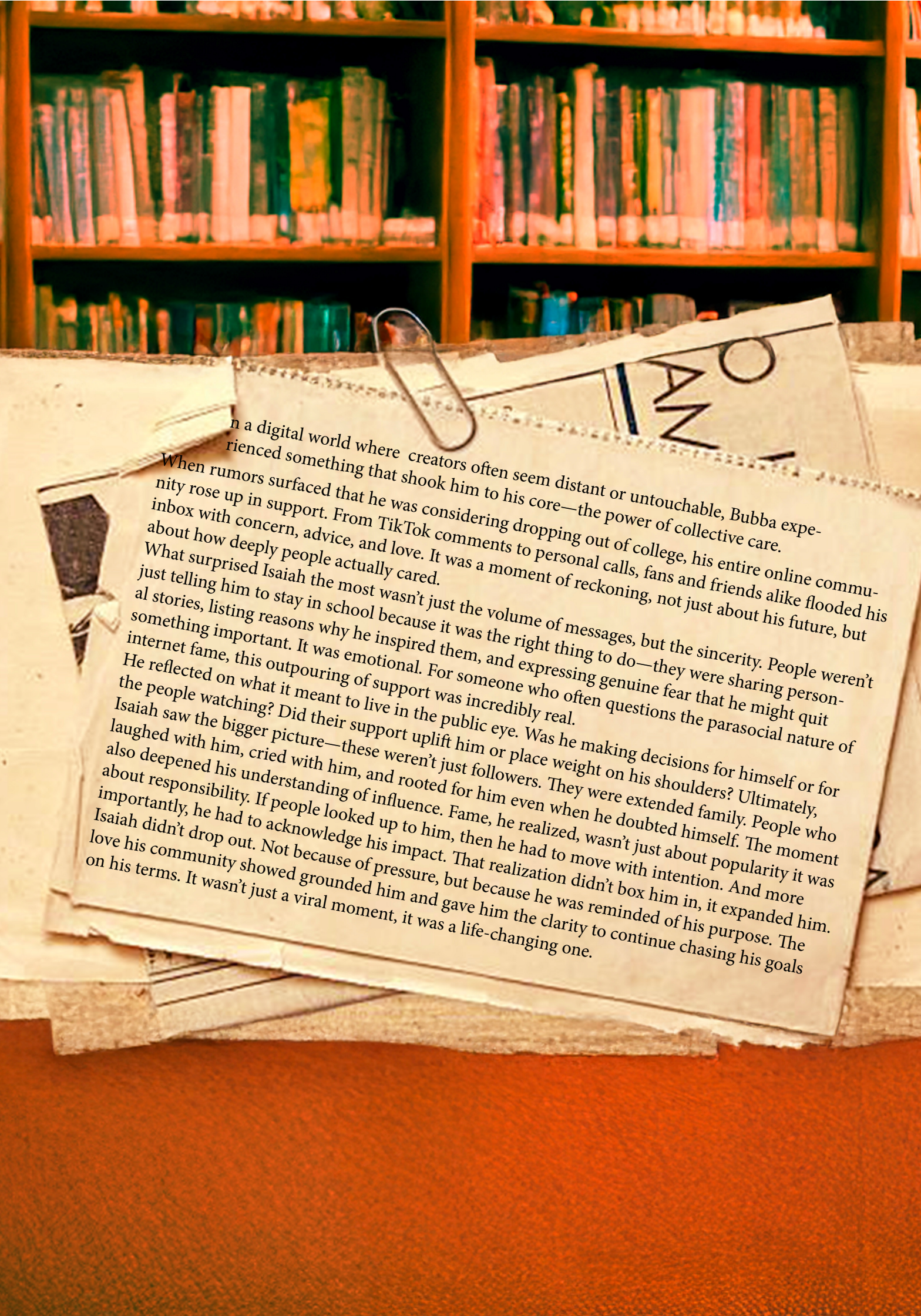


Now I look at the life I'm building.
I don't fix porches, but I try to
lift people. but I try to hold
space. Same blueprint. Dif-
ferent tools. He gave
people some-
thing to stand
on, I try to
give people
something
to believe
in.

People think
I'm in this for
the cameras
or the check.
But truthfully?
I'm doing it for
the kid version
of me, sitting on
the curb watch-
ing my dad give
more than he
ever asked for.
That was my first
teacher. My first
audience. The
first man who
showed me that
showing up,
with skill, with
heart, with pur-
pose, can move
more than num-
bers ever will.

So when folks
ask how I stay
grounded? It's
easy. I was raised
by a man who
taught me how
to build. Not
just with tools.
But with time,
trust, and
truth.



A piece of aged, slightly torn paper is pinned to a wooden bookshelf with a silver paperclip. On the paper, there is a simple line drawing of a face with large, circular eyes and a jagged, zigzag mouth. The background shows the spines of many books on the shelves, creating a warm, orange-toned environment.

n a digital world where creators often seem distant or untouchable, Bubba experienced something that shook him to his core—the power of collective care.

When rumors surfaced that he was considering dropping out of college, his entire online community rose up in support. From TikTok comments to personal calls, fans and friends alike flooded his inbox with concern, advice, and love. It was a moment of reckoning, not just about his future, but about how deeply people actually cared.

What surprised Isaiah the most wasn't just the volume of messages, but the sincerity. People weren't just telling him to stay in school because it was the right thing to do—they were sharing personal stories, listing reasons why he inspired them, and expressing genuine fear that he might quit something important. It was emotional. For someone who often questions the parasocial nature of internet fame, this outpouring of support was incredibly real.

He reflected on what it meant to live in the public eye. Was he making decisions for himself or for the people watching? Did their support uplift him or place weight on his shoulders? Ultimately, Isaiah saw the bigger picture—these weren't just followers. They were extended family. People who laughed with him, cried with him, and rooted for him even when he doubted himself. The moment also deepened his understanding of influence. Fame, he realized, wasn't just about popularity it was about responsibility. If people looked up to him, then he had to move with intention. And more importantly, he had to acknowledge his impact. That realization didn't box him in, it expanded him. Isaiah didn't drop out. Not because of pressure, but because he was reminded of his purpose. The love his community showed grounded him and gave him the clarity to continue chasing his goals on his terms. It wasn't just a viral moment, it was a life-changing one.







For Isaiah the art of comedy isn't something you pick up from a book or a course, it's lived. It's raw. It's deeply tied to experience, environment, and the ability to take a bad situation and make it laughable before it breaks you. "Successfully landing a joke," he says, "I would say, have good intention. Especially because you don't want to offend nobody. But at the same time, you gotta make it funny." That's the tightrope he walks every time he posts a video, roasts a friend, or rants about something he just saw on the street.

The tightrope of comedy for Bubba isn't built on clout-chasing or shock value — it's about realness. It's about timing, intuition, and reading the room. "Joke is time and place, man," he says matter-of-factly. "I don't make jokes at funerals. I don't make jokes every time somebody passed. I made jokes happen, people. I got shot." It's not performative. It's not forced. It's how he, and so many others from his background, have always coped — by turning tension into laughter, even in the darkest rooms.

Isaiah's earliest lessons in humor weren't scripted — they were survival. "When I was in like third grade, a lot of people was making jokes about me... they was getting on me about my lawyers or my kicks. So now I'm gonna get on you for it." That moment of humiliation sparked a fire that would later become his comedic edge. It was never about cruelty; it was about reclaiming the narrative. If you could laugh at yourself first, no one else could use it against you.

Over time, this philosophy became second nature to him. And it shows in how he tells stories. He doesn't shy away from insecurities — he weaponizes them. "A great joke might be bringing out somebody's insecurity," he admits. "But also then backtracking, saying another joke and then emphasizing it and saying, you know what? It's not that bad." He's not just trying to get a laugh — he's trying to disarm the moment, to find softness in sharpness. He jokes because it opens the door for empathy. It invites people in, even when what's being discussed is difficult.

This emotional honesty is most evident in how he talks about grief. Bubba remembers being at a funeral for someone close to him, where the mood could've easily been heavy and impenetrable — but instead, his family brought levity. "Everybody knew her wigs was fucked, but nobody was saying it to her," he recalls, laughing gently. "We joke about a lot of shit that shouldn't be joked about — but that just comes with it." In his world, jokes aren't disrespectful — they're a way of honoring the full spectrum of life. They're a way to say, we remember you, and we're gonna smile through the pain.

A comedy masterclass

Isaiah's jokes live at the intersection of hardship and humor. They aren't crafted in a content lab or brainstormed for views. They come in the moments when things don't make sense, when the pressure is building, and he chooses to let the tension out with laughter. "I be going through hell," he says, "but I'm gonna crack a joke about it before it cracks me."

That's the root of everything Bubba creates — not just TikToks or tweets, but connection. He makes his audience laugh not by faking a character, but by being brave enough to laugh first. At himself. At his experiences. At the absurdity of it all. He doesn't claim to be perfect. In fact, the joke is that he's not — that he has 13 unpaid parking tickets, that he almost dropped out of school, that life keeps handing him Ls and he keeps turning them into content.

This is why his humor hits differently. It's not polished or detached. It's familiar, like your cousin roasting you at Thanksgiving, or your older sibling joking with you after a rough day. You don't feel like you're watching an act — you feel like you're part of the bit. Because in Bubba's comedy, everyone's in on the joke, especially the people going through it.

And maybe that's what makes Isaiah Collins one of the funniest people on the internet. Not because he says the wildest things, or always hits the perfect punchline. But because he tells the truth, says what people are thinking, and finds a way to laugh even when the world gives him every reason not to.

That's the real masterclass.







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A person wearing a grey hoodie is seen from the side, looking down. They are on a basketball court with a green floor and orange lines. The background is a solid red wall.

When Legends know your name

For many content creators, success is measured in likes, shares, and follower counts. But for him a breakthrough moment came not from numbers on a screen, but from a room full of legends. During the weekend of the Women's National Basketball Tournament, Isaiah was invited to an exclusive afterparty lounge. It was there, among NBA legends and A-list influencers, that he experienced one of the most surreal moments of his life: being recognized by people he had long admired from afar.

The invitation itself was a fortunate alignment of connections through fellow Philadelphia creatives. But the impact was profound. Surrounded by cultural titans and decorated athletes, Isaiah realized that his work had transcended the screen. He was no longer just a guy making funny videos in his room. He was now someone whose face was familiar to icons. “They knew my name before I even introduced myself,” he recalls. “It was a moment where I thought, ‘What the hell is going on?’”

It wasn't just the glitz of the environment that stood out—it was the validation. For someone who has always approached content creation with humility, this moment was less about celebrity and more about being respected by peers in the larger creative world. Isaiah had spent years honing his voice, staying authentic, and connecting with people across backgrounds. To have that recognized in such a space was transformative.

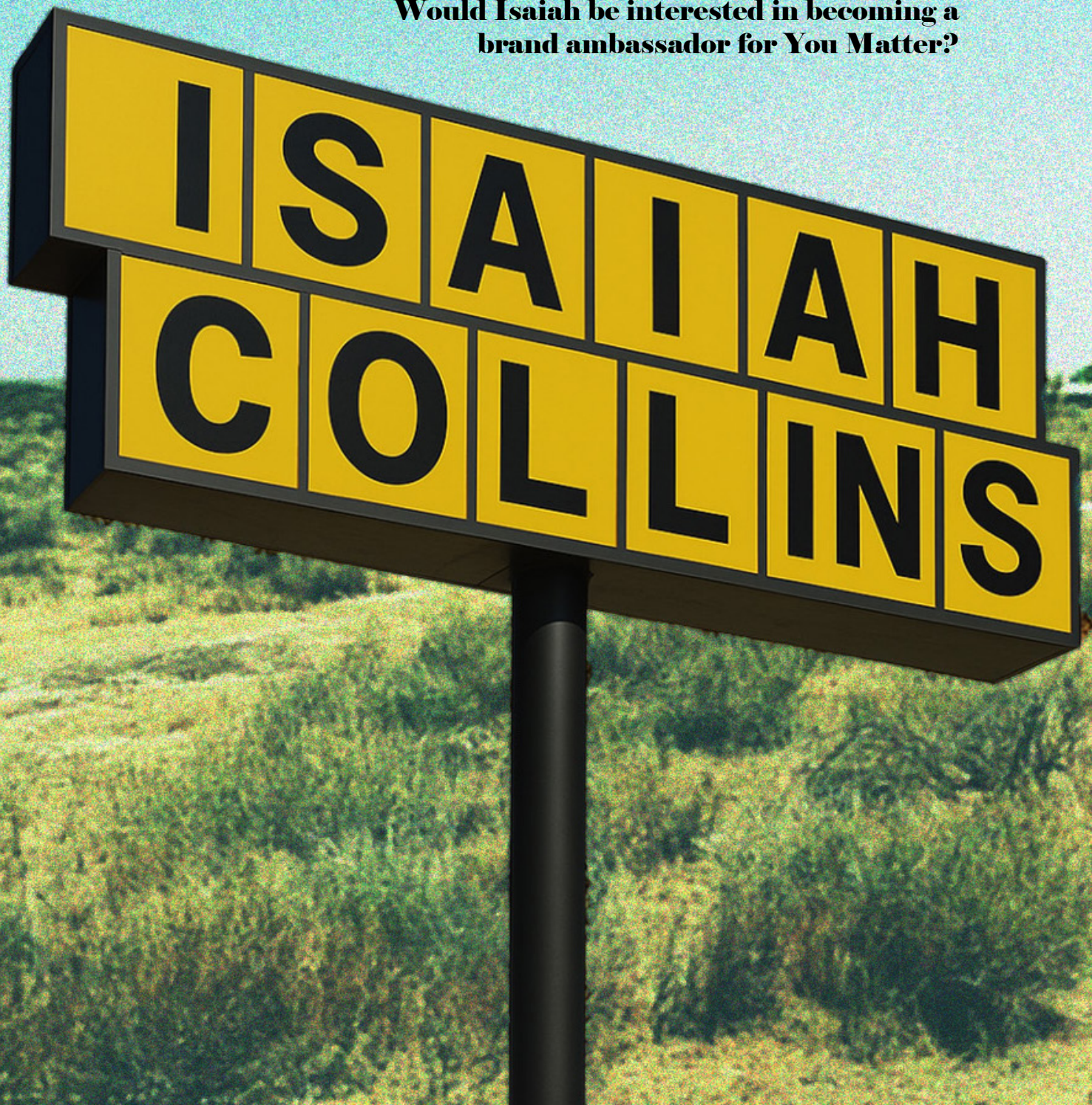
Afterward, Isaiah almost didn't post the photo from the night. His planned caption? A casual joke about being in the back of a club. But beneath the humor was a deep sense of disbelief and gratitude. This moment wasn't about bragging. It was about realizing how far he'd come without ever selling out or pretending to be someone he wasn't. It was confirmation that you can make it by simply being yourself.

This night became more than a networking success, it was a symbolic arrival. Isaiah, better known to fans as Bubba, had stepped into a space that many only dream of. And the beauty of it all? He did it with humility, humor, and heart. No gimmicks, no personas—just Bubba being Bubba, finally seen and celebrated for the genuine soul he is.

Isaiah Collins' internet journey has had its fair share of surprises, but few are as unexpected, and heartwarming as his collaboration with Demetrius Harmon's brand, You Matter.

The backstory? It started wild. Demetrius, a social media veteran, once posted "F**k Bubba." in relation to the eagles wining this past NFL season. That might've ended most relationships, but Isaiah didn't take it personally. Instead, it evolved into a social-media rivalry rooted in sports fandom. Demetrius was rooting for the Lions. Bubba? All in for the Eagles. Tension turned into jokes, and jokes turned into mutual respect.

**Eventually, Demetrius extended an offer:
Would Isaiah be interested in becoming a
brand ambassador for You Matter?**







You Matter



Mental health isn't a buzzword. It's a bloodline. It's a funny one in the group chat while privately feeling the weight of 'You Matter,' I didn't even think twice. That message

The campaign wasn't just about hoodies, it's about helping yourself and others: you don't have to be perfect to be present, invisible." His content might be comedic, but the moment of interruption saves lives. His honesty about struggle is out of school. About feeling lost even when the numbers just to get a little joy back," he admits. "It was never a joke but for the pain behind it. You Matter gave him a voice that didn't mean he had to ignore his feelings. That he could stop trying to hide your pain is the moment you feel too tight.

More than anything, Isaiah wants people to know it's not just about the hoodie and in his work. He doesn't shy away from the hard work. "If I can make one person feel like they matter today, that's a win. And that's what makes the campaign real, not the clothes. When doing so, he reminds all of us that there's power in p

latter.



childhood memories marked by love and silence. It's watching family members struggle. It's being the empty. "My family's been through it," he says. "Like, really through it. So when Meech asked me to be part of it, I was like, 'I'm already here.'"

healing. When Isaiah wears those two words across his chest, it's more than merch. It's a reminder to himself. "Sometimes, people don't even want advice," he says. "They just want to be reminded they're not alone." His motivation is emotional. He knows laughter can't cure pain but it can interrupt it. And sometimes, that interruption is what makes him magnetic. He's not here to pretend it's all good. He talks openly about almost dropping out. About how his brothers were up. About creating skits just to feel like he was still worth something. "I used to post a video about clout. It was about survival." And when people laugh at those videos, he feels seen. Not just for the humor, but for the language he didn't know he needed. It made him more intentional. It reminded him that being funny could be both, joyful and hurting, visible and vulnerable. "We're not one thing," he says. "And the moment we're seen, we give other people permission to breathe too." That's what You Matter means to him: air in a room that

it's okay to feel it all. The pride, the pressure, the panic, the peace. There's room for all of it in his world now. "I don't have bad days anymore. He lets them sit beside the good ones. Because now, he has a mission bigger than content. It's not about the likes, he says, "I did something right." It's about the calling. Isaiah doesn't need to scream "You matter" in every post. He just lives it. And in his presence, even when you're still healing.

**"Social media
made it
easier to
network, but
harder to
hide."**

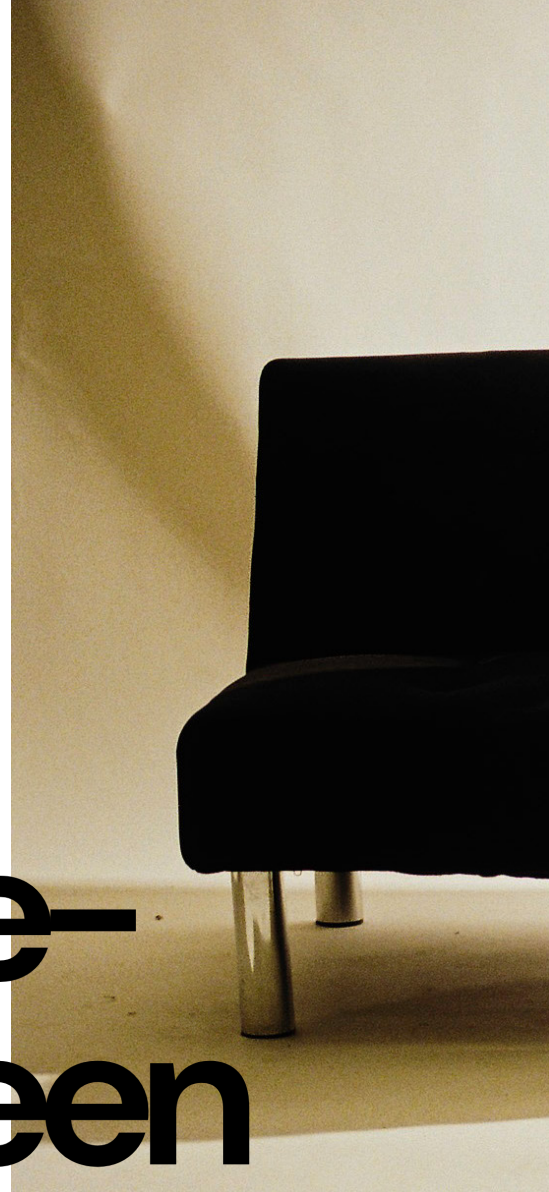




One clip and
they think they
know your whole
life"

“Bubba” Collins might’ve gone viral for his misunderstood online. “Social media made life.” It’s a sharp truth from someone whose across platforms, Bubba has learned that e For creators like Bubba, the internet offers ly you’re not just in the conversation, you a moments when NBA players, influencers, whole personality for you off a 60-second be.”

The Double-Edged Screen



That disconnect between perception and r doesn’t mean I’m reckless. It just means I v even a menace based solely on what show piece of me.” And while Bubba is willing to in his words, “delusional.”

What grounds him, then, isn’t just fan supp a home. “I remind myself who I was before shares, but in what he lets stick. Not every “and the people who matter do, too.”

In a world where attention is currency and tending to have it all figured out, but he’s c understood that’s the real work.” And may themselves in the process.

s humor, but behind the laughs is someone who understands the stakes of being known, and
e it easier to network, but harder to hide,” he says. “One clip and they think they know your whole
e digital presence is equal parts comedy and candid reflection. With over a million followers
very post is more than content, it’s an open window.

opportunity at light speed. One funny video, one relatable rant, one timely trend and sudden-
are the conversation. “The right people noticing you can change everything,” he says, recalling
and major brands reached out. But that same visibility invites assumptions. “People will build a
clip. They’ll swear they know who you are, what you believe, and what kind of person you must



reality is one of the most frustrating parts of online fame. “I might post something wild, but that
was having fun that day,” Bubba explains. He’s no stranger to being labeled as a clown, a dropout,
s up in his content. “Some people forget that what they’re seeing is curated, edited, and still just a
o share much of himself, the idea that anyone can be fully understood through a phone screen is,

port or metrics — it’s memory. Before he was Bubba, he was Juice. Before he had a handle, he had
e any of this,” he says. “That’s how I stay sane.” He’s learned to draw boundaries, not in what he
opinion needs to be addressed. Not every hot take deserves a reply. “I know who I am,” he says,

l judgment comes standard, Bubba is navigating fame with an honesty that’s rare. He’s not pre-
lear on one thing: visibility isn’t the same as connection. “Being seen is easy,” he says. “Being
ybe, in that truth, there’s a blueprint for the next wave of creators trying to go viral without losing

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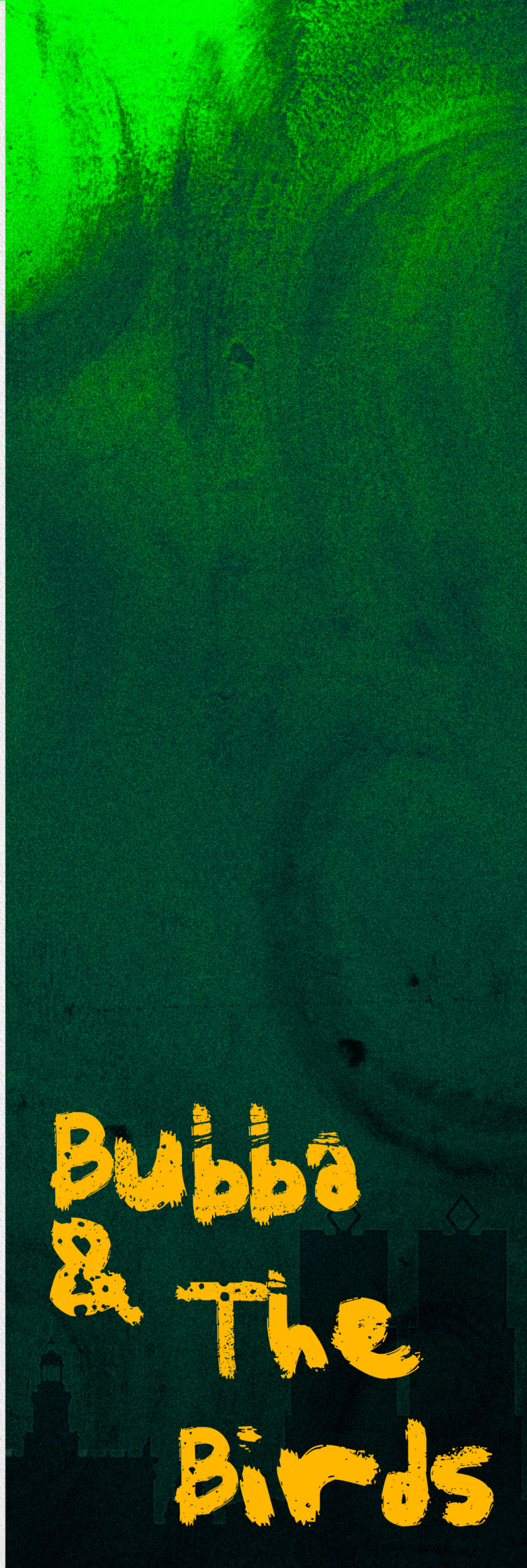




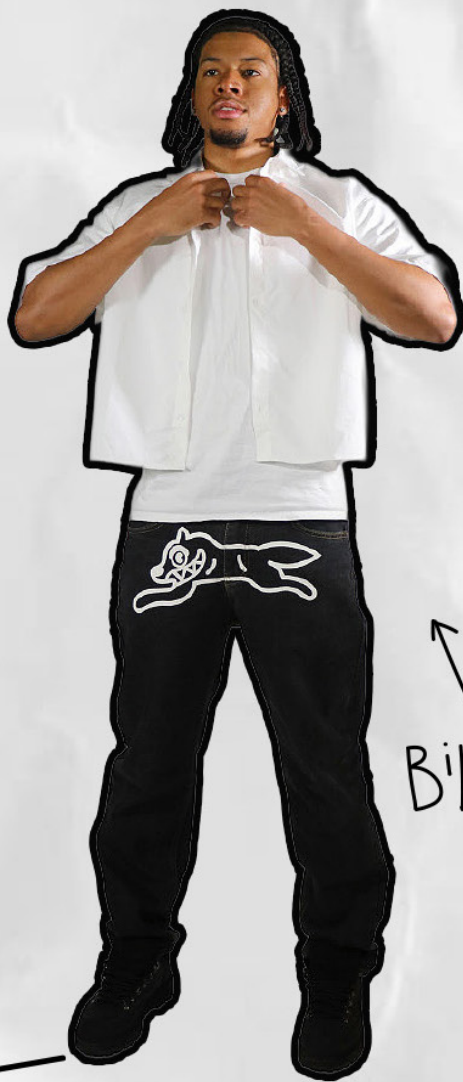
The city isn't just where he's from, it's the rhythm in his voice, the loyalty in his bones, and the underdog fire in everything he creates. Growing up in West Philly, Isaiah wasn't just raised by his parents he was raised by the block, the courts, the corner stores, and the crackle of Eagles games echoing through every household on a Sunday. His content doesn't just come with a punchline; it comes with a timestamp, a zip code, and a whole city behind it.

His love for the Philadelphia Eagles started like most, young, loud, and full of heartbreak. But Isaiah turned his fandom into a whole persona. His online rants about the Birds became legendary, balancing trash talk with scripture-level passion. He didn't just support the team he embodied what it meant to ride or die for Philly football. That passion didn't go unnoticed. As his videos gained traction, the NFL itself started to take notice of the kid who yelled with heart, cried real tears, and made even losing seasons feel like a movement.

Isaiah's love for Philly isn't just about sports—it's about survival, loyalty, and storytelling. Every clip he posts, every Eagles hoodie he wears, every joke he cracks is laced with that 215 DNA. He's loud because Philly taught him to be. He's real because Philly won't let you fake it. And as he becomes one of the most recognizable young voices tied to the NFL, he carries that responsibility like he carries everything else, from the heart.



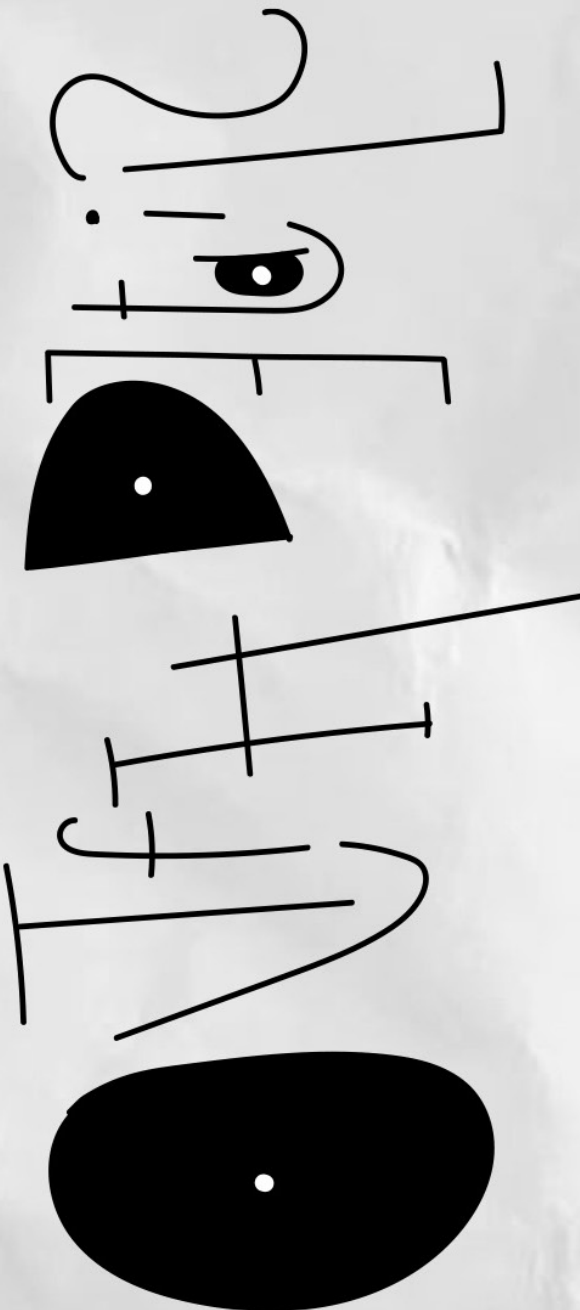
Bubba
& The
Birds



↑ GHOME ♡ Polo
BILLIONAIRE BOYS CLUB



motown sweatshirt
my blue high school
JOHN F. CUL





House of ERRORS
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SUMSOTAKIDS

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& (y)lute/bj wash jeans



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H&M acid wash jeans

“Being in 2K or Madden? That’s legacy.”

*“I LOVE THIS
FUNNIEST GUY IN*

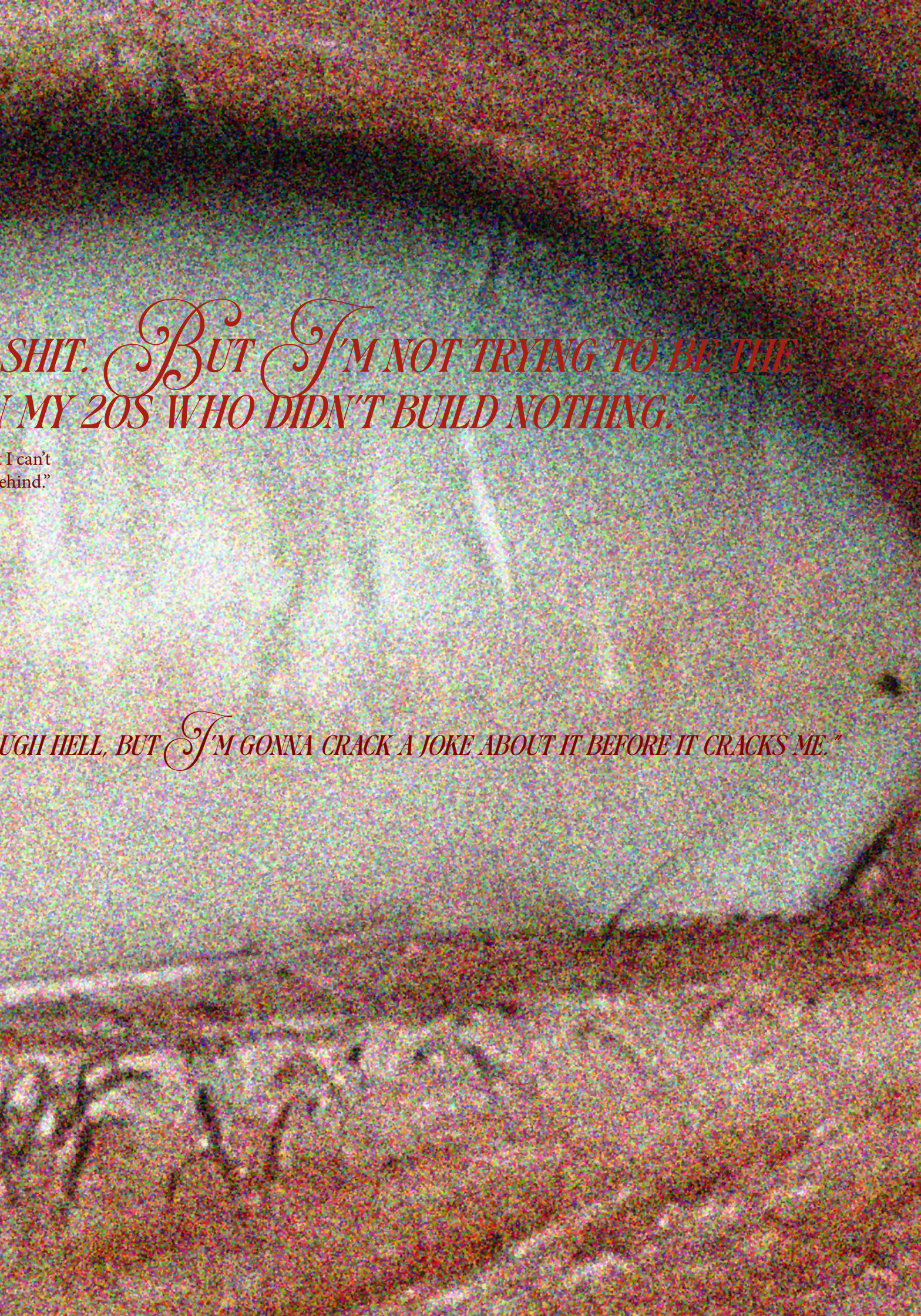
“I’m not gonna associate myself with nothing or nobody that
put my heart b

“Successfully
landing
a joke...

I would say,
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You don’t
want
to offend
nobody.

“I BE GOING THRO

But at the
same time,
you gotta
make
it funny.”



*SHIT. BUT I'M NOT TRYING TO BE THE
IN MY 20S WHO DIDN'T BUILD NOTHING."*

I can't
behind."

UGH HELL, BUT I'M GONNA CRACK A JOKE ABOUT IT BEFORE IT CRACKS ME."

**FUCK
WHAT
THE
FUCK**



“People will formulate a whole identity around you based on a one-minute clip,” Isaiah Collins says.

“You never had a conversation with me, you’ve never been around me—so how would you even know who I am?”

He knows people will create a version of him based on a TikTok clip, a caption, or a quick impression. But he’s not playing by their rules. “I approach social media how I live my life,” he says. “Very rambunctious, very all over the place. One day I might be posting pasta, the next day I might be on the beach or at school bitching about books.”

Even when fans urged him to stay in school after a viral joke post, Isaiah pausex



SSK







SSK

Isiah collins isn't short on goals.
In fact he's got so many he's
still figuring out where to start.
But a few things are true:
He wants to expand grow and
go global. One of his dream
collaborations? Getting into

NBA, 2K or Madden. Not
just as a player but a cultural
character. "I've been playing
these games since I was a kid,
being in them? That's Legacy."

Beyond gaming he's eyeing
deals with Nike, Adidas, Puma
and anyone who lets him get
creative with visuals, fashion
and storytelling. He's already
worked w/ Philly based brands
like Four way and Yvonne
Bisous, and he wants to
continue to put his city on
the map.

"Philly is home" he said but
there is so much more I can do
outside of it" Isiah's next
chapter is all about scale.
He's secured a job, he building
out content with intention and
he's focused on not just viral
hits but sustainable impact.



Creative Director: Fighur
Photography: Fighur
Graphic Design: Fighur
Production Director: Fighur
Production Assitant: Makenna Ony
Writer: Fighur
Contributing Photographer: Maken
Stylist: Fighur
Featured Brands: Sum Sota Kids,
Movement Director: Makenna Onyam

Editor:
FIGHUR

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WAVES



A stylized, handwritten signature or logo is located in the bottom right corner of the image. It consists of several overlapping, fluid lines in a dark blue or black color, creating a unique and artistic mark.