

Luxury Leaf LLC and Inner Sole  
Kyle Oliveira and Tyler Johnson  
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Summary by Alexis Raiano

Kyle Oliveira and Tyler Johnson are changing the world one leaf at a time. The best friends are owners of Inner Sole and Luxury Leaf LLC. It started with the idea to represent the “sophisticated stoner” and continued into trendy sustainability. Luxury Leaf LLC developed from retail to wholesale and integrated into a dream of owning a hemp store. The two are now blending hemp with sneakerhead culture and bringing it to Newport, Rhode Island.

It began with Luxury Leaf LLC, culminating in an economics class at Bryant University where Kyle was introduced to the world of hemp. Hemp is a super crop with fifty thousand plus industrial uses. It is the strongest natural fiber and can be used to make almost anything, even concrete. Hemp is not only versatile in use, but it is also environmentally conscious and beneficial to consumers. It requires half the amount of water that is used to make cotton and yields the same results. It is also anti-microbial and has UV protectant qualities. The one issue is that hemp is typically attached to a negative stigma relating to marijuana. Kyle and Tyler want to push past those stereotypes and focus on the versatility and sustainability of hemp.

Fast fashion is well-known for its harmful effects on the environment. This has escalated the sustainability movement on social media, leading it to becoming increasingly mainstream. This has resulted in the fashion industry needing to be more transparent with their customers. Some products can be sustainable, but how sustainable and how affordable?

This influenced the first Luxury Leaf LLC product: hats. It then turned into a full product line and wholesale. Currently, Luxury Leaf LLC is being manufactured in China because of its level of expertise in hemp compared to the US. While manufacturing in the US is the goal, it would be less sustainable to do so because of the current lack of hemp production. With the mission to change the world one leaf at a time, Luxury Leaf LLC now sells wholesale to partners, such as Green Planet, Last Prisoner Project, and Simply Vibin. To expand the movement, they have a hemp ambassador program with the expectation of finding like-minded companies to “hempify.”

“Hempifying” sneakerhead culture inspired Inner Sole. It began with a pop-up table to a brick-and-mortar on Spring Street in Newport, Rhode Island in about a month. They felt Newport was underserved in streetwear and art. Inner Sole gives Newport what it is lacking, plus a fresh take on sustainability. It started with zero capital and the support of connections in the community. Fortunately, their inventory sold out in the first two weeks, allowing them to pay back everyone who contributed. All of the consignment is now owned by them.

The store not only sells consignment streetwear but also integrates hemp. Luxury Leaf products are in the store to influence hemp use in garments. Inner Sole provides local artists to display their work in the store as it can be difficult for artists to get brand recognition and placement in stores. Inner Sole provides the resources in exchange for working with hemp products, benefitting both the artist and the hemp mission. In the long term, they want to see the big brands from their store, such as Supreme and Kith, also switch to hemp garments.

In conclusion, entrepreneurs don’t need a lot of money to start. There just needs to be a passion for an idea and work ethic. Kyle and Tyler want to continue to educate and influence people to use hemp. They believe it is good for the planet, the pocket, and the person.