

The Virgin Islands Consortium

Watch: Young VI Entrepreneur Opens Storefront For His Popular Clothing Brand

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ST. CROIX -- Young Virgin Islands entrepreneur Pollo Goodings on Saturday opened a store for his popular brand, Apollo Legion, LLC. The brand's clothing is of excellent taste and design, and great quality. The store is in the town of Frederiksted.

Mr. Goodings is a recent UVI communications graduate and also a member of the local music group, Big Band, formerly known as Stylee Band. His brand has been popular among millennials for a while, and Mr. Goodings is hoping to expand its popularity not only with its core customers, but also the generation after millennials (Generation Z) and

those from Generation X.

The storefront also helps in solidifying Apollo Legion's foothold on St. Croix. For the wider territory, U.S. mainland and other parts of the world, the apparel can be purchased online through the brand's [website](#).

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