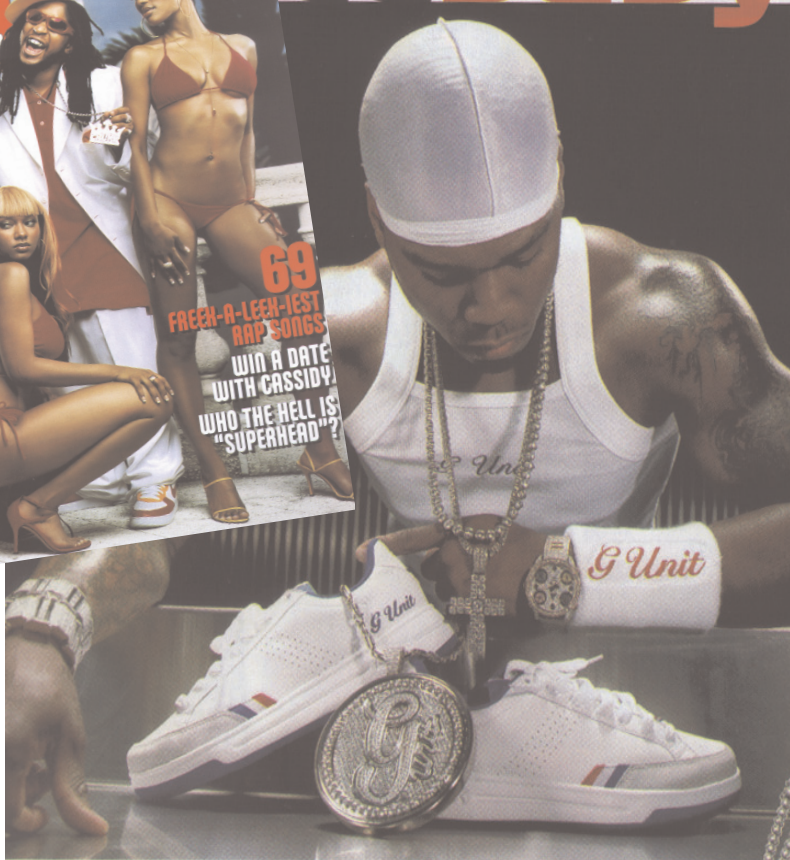




cebaby



First it was Lex coups, Beemers and Benzes, then it was the Maybach. Now, in their continuing effort to appropriate every aspect of the country club, many top-dollar rappers have taken to rocking a piece of jewelry previously the exclusive domain of trophy wives and wealthy heiresses: the tennis bracelet. Of course this is hip-hop—bracelets ain't exactly gangsta—so there has been one major modification. "I refer to this piece as the Men's Diamond Tennis Necklace," says Chris "Iceman" Aire of 2 Awesome International in Los Angeles. "It's a diamond chain," counters New York jeweler-to-the-stars Mimi So, whose clients have included the Jay-Z of hoops, Michael Jordan, and the Jordan of the rap game, Jay-Z (provided he comes out of retirement a couple of times). Whatever the name, there's no doubting the hefty price tag attached to these retina-scorching necklaces, comprised of linked, set diamonds, seen around the necks of 50 Cent and Busta Rhymes on recent covers of *XXL*. "Prices start at \$13,500 and go up to \$2.1 million," offers Aire, who has designed necklaces for Nelly, Baby and Missy Elliott as well as ballers Allen Gary Payton and Antoine Walker. Adds So, "It depends on the length of the chain and the quality of the stones."

While the price of one of these baubles may be more than many men make in their lifetime, don't go calling these necklaces gaudy. "This piece reflects status and success. When you have made it, it's a way to reward yourself for your accomplishments," states Aire. "It's a very classy piece. It might be flashy, but I'd never consider it gaudy."

Extravagant or not, don't expect to see the diamond chain on the courts of your local country club any time soon. "It takes a certain type of person to be wearing and carrying this piece," chuckles So, at the prospect of a crossover. "I couldn't see just anyone wearing it."

Leave it to hip-hop to put a new twist on nearly everything.—JACK ERWIN

negroplease "Beyoncé—she's a fox. She's a dandy. If I wasn't married, shit—I'd get at her and I bet you I'd get her. That's real. Even while she's with Jay-Z, I'd get her."
—WARREN G, *Rime*, May 2004

"I'm just really trying to help [parents] and put it out there that teens do it all, could keep listening to Bow Wow and hiding it, or we can get real and start doing something about it. [The adults] be gone too much to know what we do. I know 'cause I'm a teen. I'm the Teen President."
—J-KWON, *hiphopdx.com*, 3/31/04

"The album is gold. When you put out a record [like this], you got a double and a movie. The album is certified gold."
—MASTER P, *allhiphop.com*, 4/1/04

"I don't want the atmosphere to burn up... That's gonna fuck the game up, don't know if I gotta start with that first. When we get rid of these cracks off my back we gonna fix the ozone."
—STIC.MAN OF DEAD PREZ, *sohh.com*, 4/27/04

"There's a lot of issues out here in America. One thing they can't take away from you is your right to party."
—BONE CRUSHER, *mtv.com*, 4/23/04

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PAGE 41
MVD MUSIC VIDEO DISTRIBUTION

WILLIE D OF THE GETO BOYS BACHELOR PARTY



RAW & EXPOSED! PARTY TIME

For the average man approaching marriage, the flesh and booze-fueled debauchery of a bachelor party is best remembered as a secret amongst friends. For veteran rapper Willie D, the decadent events of the final night before spitting vows were something to be presented to the world. On June 15, Music Video Distributors and IWE will release *Willie D Of The Geto Boys—Bachelor Party: Raw And Exposed*, a raunchy DVD of the sacred evening's festivities.

"I was doing it for myself at first," says Willie of the X-rated material. "Then a couple of my buddies were like, 'You need to let everybody see this.' It made sense to make it available to the public." Shot in his native Houston, the DVD consists of two elements: Willie and his friends philosophizing on marriage, and strippers gyrating truckloads of ass for dollars. Original music from Willie, last heard on his 2003 solo effort *Unbreakable*, provides the bass line for the booty-bouncing.

Inspired by the success of Snoop, Lil Jon and Mystikal at purveying punani, Willie decided to unearth the reels that remained hidden post-marriage. He views the \$19.95 DVD as another building block in a financial empire that includes an upcoming Geto Boys album and a real estate brokerage. "I put all my eggs in the same basket before," says Willie. "The bottom dropped out and I was fucked. Now I've learned to diversify my portfolio. Gotta make sure when 'Mind Playing Tricks On Me' comes on the radio 20 years from now, I'm not sitting on the porch in sweats and mismatched dress socks."

So what did Mrs. D think? "She objected," laughs Willie. "You always do something to piss [your woman] off. Putting out a video of your bachelor party, hanging out too late, leaving your dirty drawers on the floor—it's always going to be something."

True.—BEN DETRICK

50: EDOUARDINA; WARREN G: JEN LOWERY/LFY; JANET: DONALD MIFALLE/GETTY IMAGES; KIM: BILL DAVILA/RENTA; CLOHERTY: MIKE SCHREIBER