

BEH!ND THE SEAMS

How Ken and Ralph Got Their Start

By: Lyla Edwards

For Daily Drills founder, Mary Ralph Lawson, every day brings something new, fun and creative, and she does it all alongside her best friend, Kennedy Chrichlow. The two have coined the nicknames “Ralph” and “Ken” and became inseparable after starting their dream apparel company together.

In the midst of the pandemic, when everything felt dark and gloomy, Ken decided it was the perfect time to take risks with her career. Owning a successful apparel company was always the dream, and doing it with her best friend, Ralph, by her side seemed like the perfect idea.



Photos provided from social media

Their first concept for Daily Drills was activewear, and their first launch was just the classics: black leggings, black biker shorts, a black sports bra, and a white t-shirt. These classics may already be done by every brand out there, but Daily Drills really hit the mark and their first collection took off and led to the now lifestyle-activewear brand.

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Soon after that first highly successful collection, both Ken and Ralph quit their day jobs to put their full energy and attention towards Daily Drills. Since the first launch, the brand has expanded beyond just activewear. Some of their most popular items now include loungewear, bathing suits, and other lifestyle pieces.

Ken and Ralph are proud ambassadors of their brand. They are the sole owners of the company, and model each new launch product themselves. The passion that Ken and Ralph share for the brand has extended to their audience, who now set alarms and reminders for when the newest Daily Drills launch goes live.



Photos provided from social media

Follow Daily Drills on social media to keep up with new launches each week.