SPINNING A TALE OF SUCCESS



Butter Cloth appearance on Shark Tank, episode aired October 28th, 2018.

Photo: Shark Robert Herjavec, Butter Cloth owner Danh Tran, former NBA Player Metta World Peace.

Butter Cloth was founded by talented clothing designer Dahn Tran, who previously served as head designer for the wildly popular Affliction clothing line. Dahn, who immigrated to the U.S. in 1994, never felt that dress shirts were comfortable enough and sought to design the "world's most comfortable" dress shirt. He launched Butter Cloth and the results have been amazing.

Dahn first came to the Long Beach SBDC Service Center in January 2018 seeking assistance with his pitch deck presentation, company valuation, as well as venture capital assistance. The SBDC helped him raise $100,000, which was used to increase inventory, and provided expert assistance in helping the valuation of the business.

For the next few months, Dahn and a team of SBDC advisors tirelessly practiced and honed his pitch presentation; all that work paid off on the October 28 episode of SHARK TANK when Butter Cloth was awarded $250,000 in funding from Robert Herjavec.

Butter Cloth currently sponsors the World Series of Poker, and their clothing has been also been seen in Runway Magazine, Celebrity Big Brother, ABC, CBS and Fox Sports. Dahn is the embodiment of the American dream, and it has been truly inspiring watching him work with the SBDC.

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Danh Tran
Men's Fashion Entrepreneur & Founder of Butter Cloth