

# From Success to Success

Alan Freedman and Keith Freedman sons of:  
Esther (Stella) Sassiene and Harry Freedman



The brothers Alan Freedman and Keith Freedman were both born in Hammersmith, London England of native cockney East London parents.

Alan Freedman left school at the age of 16 to work as a salesman in fashionable Kings Road Chelsea, London, England during the mid-60's. Less than a year later, he became the assistant manager there.

In 1966, at the age of 17, he and his brother, Keith, started their own business, Brutus Mens Wear, importing garments from Hong Kong. By the early 70's they would have a 20% share of the UK men's shirt market and a 15% share of the UK denim jean market. They also produced award-winning advertising.

The company began with a single style of sweater and later added several different designs to the range. These designer sweaters became very popular especially with younger people. Profits began to increase and the brothers decided to expand the company and produce other fashion products under the trade name of Brutus for both men and women. The brothers Alan and Keith introduced shirts into the Brutus collection and eventually the award-winning Brutus Jeans. These Jeans were of a unique fashion design which the likes of have never been seen before. They became hugely popular in the 1970s, and developed into a trademark with young people, including skinheads, football fans and fashion conscious people of the time.

Brutus Jeans became a household name, a par with branded fashion goods such as Levi, Wrangler and Ben Shearman, due to a massive advertising campaign that included television and radio. The brothers won awards for their TV advertising

and had a catch tune for their TV commercials titled, Put Your Brutus Jeans On. The theme was catchy and in 1976 the title was changed to, Put Your Jeans On, that was a number 1 hit in the UK music charts for three weeks.

In 1980, the brothers bought a group of jean stores located throughout the U.K. Ten years later, Alan Freedman retired from the business. He subsequently fell in love with Tucson in the United States while visiting Canyon Ranch. In 1994, and moved to America to live in Tucson where he met the beautiful Caroline. They married in 1997. In 1998 Alan's genius for business was brimming to the top and he joined with his wife, Caroline to begin a successful real estate career.

Caroline was born and raised in Indiana. She left Indiana after high school to attend college in Gunnison, Colorado. There she received her B.A. degree in Business Administration and Psychology.

She lived in Colorado for several years after college and then decided to return to school to obtain her Masters Degree. She received this degree from Miami University in Oxford, Ohio, USA. From there she went on to work for Eli Lilly, a major pharmaceutical company.

In 1993, Caroline decided to move back to the West. After visiting Tucson, she fell in love with the mountains and the desert. She had a fondness of fine homes and decided to enter the real estate business. Caroline brought her enthusiasm, energy and keen ability to matching people with the perfect home. She has an amazing ability to carry the whole inventory of available houses in her head. Her latest project (2006) is the study of Feng Shui. It is an art of finding and creating homes that reflect clients desire for a sacred space.

Alan brings his enthusiasm, energy, and entrepreneurial skills - not to mention his English charm - to the Tucson real estate market, giving the husband and wife team a solid business background.

They are both outdoor enthusiasts and love to hike, bike, run, or walk through Sabino Canyon.