

From Music Creator to Fashion Influencer and Founder of Dusk97



Cheltenham, England Jun 11, 2026 ([IssueWire.com](https://www.issuewire.com)) - TikTok creator LC, known online as @lctoobaggy, is building a growing presence in the fashion and lifestyle space after successfully transitioning from creating music content to producing fashion-focused videos for a rapidly expanding audience.

<https://youtu.be/Xp78jbmuvyE?is=8b3gzsrdayFDNgG>

Beginning his journey through music when he released his first song called Snakes & Ladders, LC spent years developing his creativity, personal style, and understanding of online audiences. As social media evolved, he recognized an opportunity to combine his passion for fashion with content creation, leading to a new chapter that would define his personal brand.

Today, LC is known for fashion content that showcases styling inspiration, clothing trends, outfit concepts, and personal expression. His authentic approach and distinctive aesthetic have helped him build a loyal audience on TikTok, where his content continues to attract engagement from viewers interested in fashion, streetwear, and modern culture.

Driven by a desire to create something beyond content, LC launched his own clothing brand, Dusk97. The brand represents individuality, ambition, and self-expression, reflecting the same creative mindset that helped him establish his presence online. Through Dusk97, LC aims to deliver clothing that resonates with people who value originality and confidence in their style.

What started as a passion for music has evolved into a multifaceted creative career spanning content creation, fashion, and entrepreneurship. As both a creator and brand owner, LC continues to grow his platform while inspiring others to pursue their own creative ambitions.

For collaborations, partnerships, and media inquiries, contact LC through TikTok: @lctoobaggy.

About LC

LC is a UK-based TikTok content creator, fashion enthusiast, and founder of Dusk97. Originally gaining experience through music creation, he has since established himself within the fashion content space, sharing style-focused content while building his own clothing brand and creative community.

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