

THE TAILOR

As one half of production duo Flyte Tyme Productions, **Jimmy Jam**, along with partner Terry Lewis, changed the landscape of popular music and the sound of radio forever. The two befriended fellow Minneapolis natives Prince and Morris Day, which led to the formation of the Time, but after infamously being fired by Prince for missing a show due to their burgeoning production career, the duo went for broke and never looked back. Roughing it out in L.A. while fine-tuning their chops eventually gave way to breakthrough productions for the S.O.S. Band, the Human League, and Janet Jackson. The duo's attention to their craft and changing times saw an evolution in their sound through the latest technology, yet their secret to success was unique, tailor-made productions for each artist.

by **Chris Williams**

