

WEE FRIENDS

ISSUE
07




**GARY
VAYNERCHUK**

**D.J.
COFFMAN**

**KATE
WINDELS**

1087



CHIBA EATHQUAKE

THERE'S A STORM IN
EVERY FAMILY LEGACY...

RUMBLE

RUMBLE

RUMBLE

RUMBLE

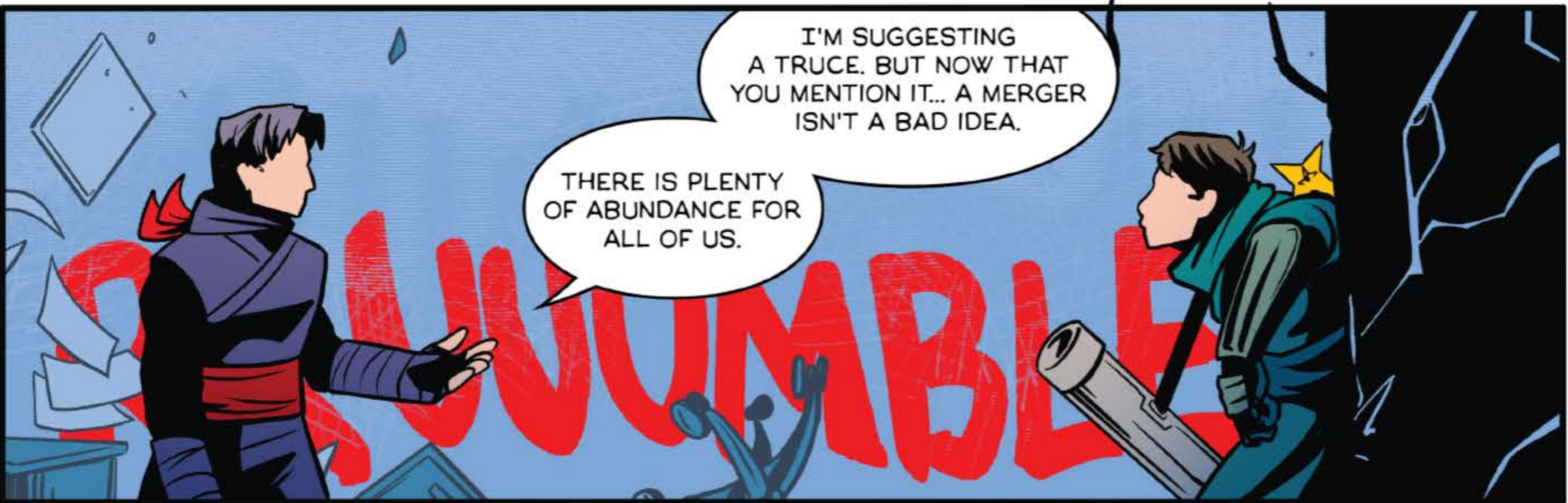
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SHINODA vs YAMORI

A FEUD MUCH OLDER THAN THEIR COMPANIES

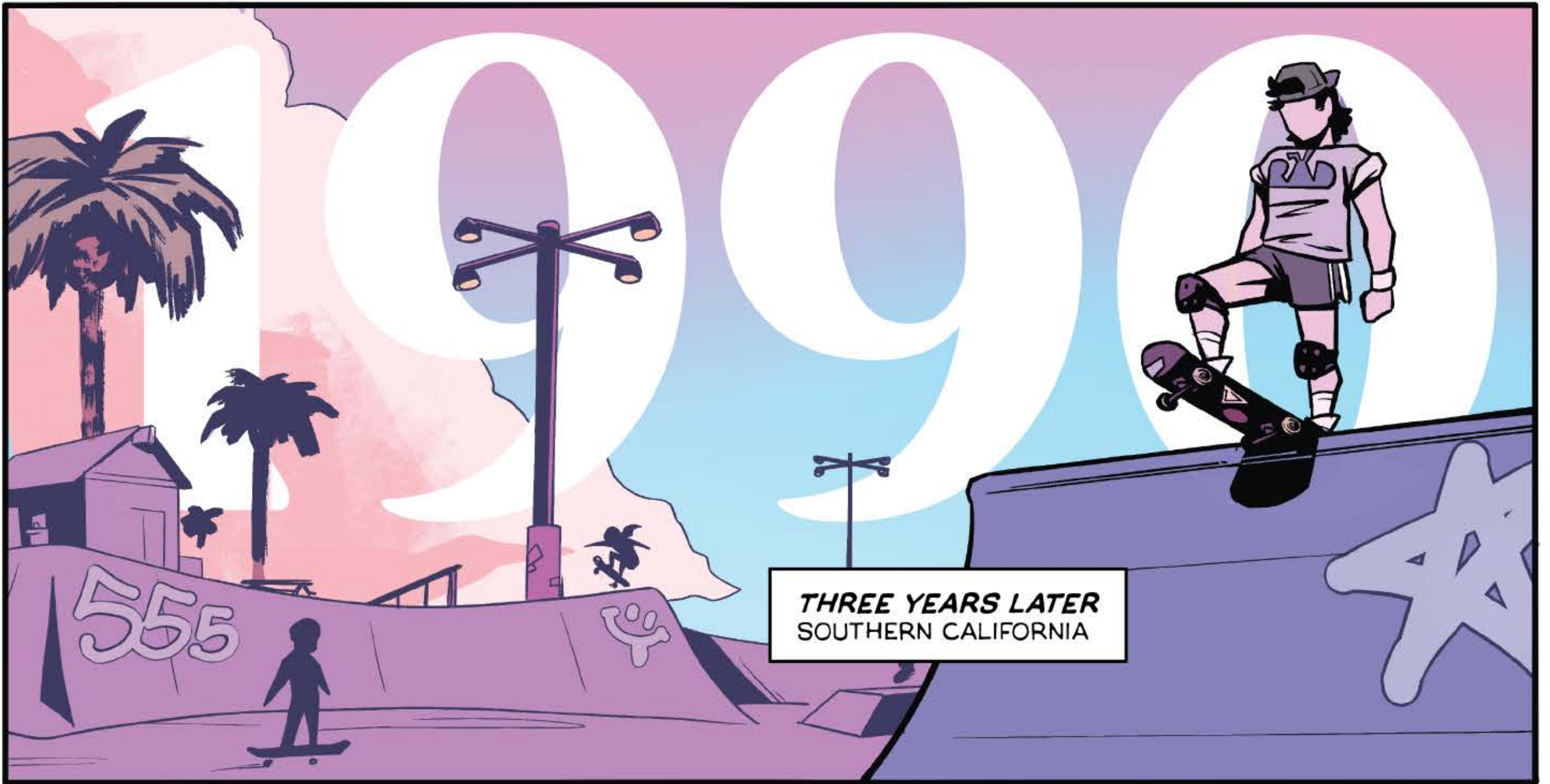






A comic book illustration of a city at night. A large, bright yellow full moon is in the top left corner. In the center, a massive explosion erupts from a building, sending a large plume of white smoke and debris into the air. Several sharp, white spikes radiate from the explosion. Debris, including chunks of concrete and metal, is flying through the air. In the foreground, there are several buildings, some of which are damaged. One building has a broken window, and another has a small fire. The overall scene is one of destruction and chaos.

THIS IS
YOUR END
NOTORIOUS
NINJA!



THREE YEARS LATER
SOUTHERN CALIFORNIA

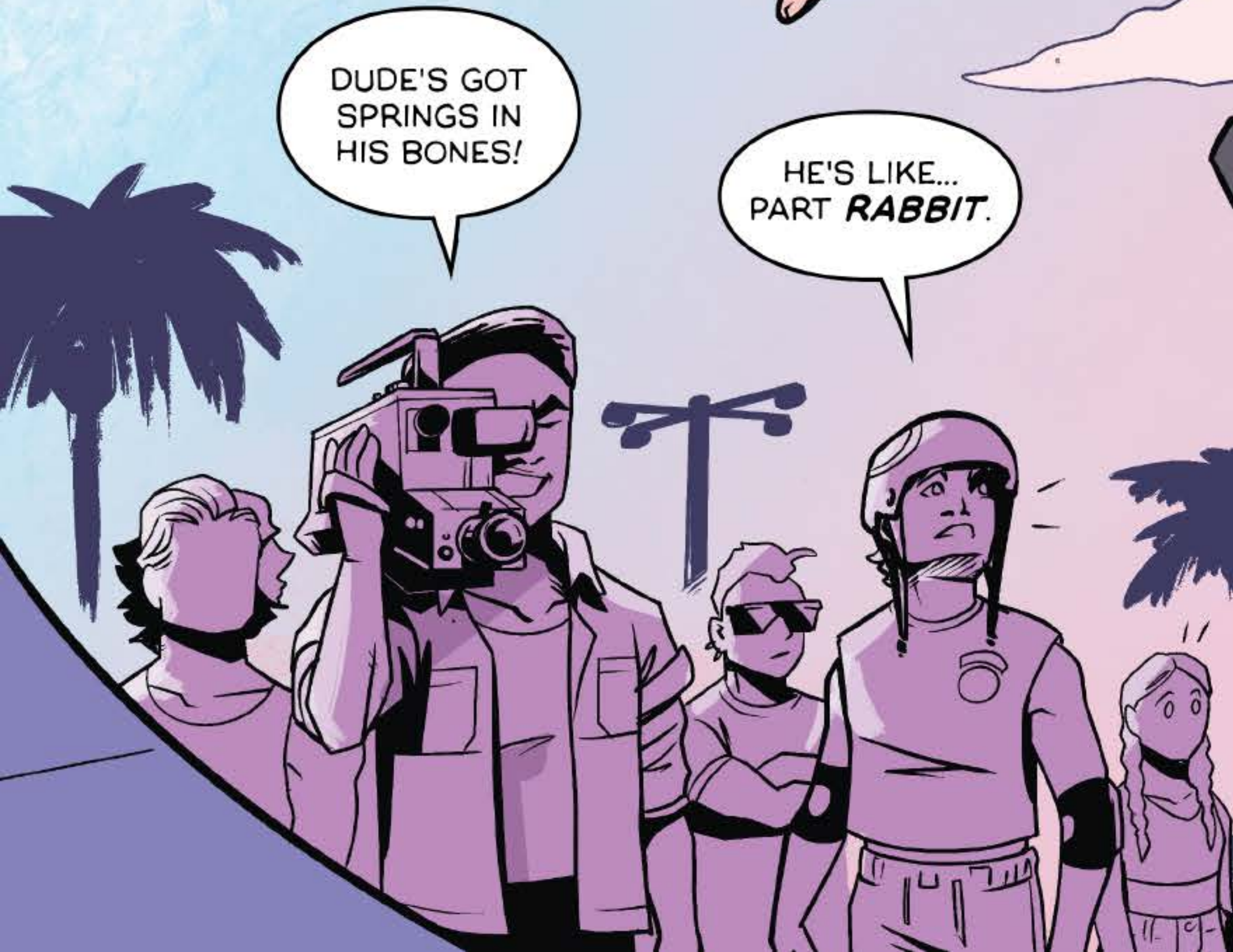


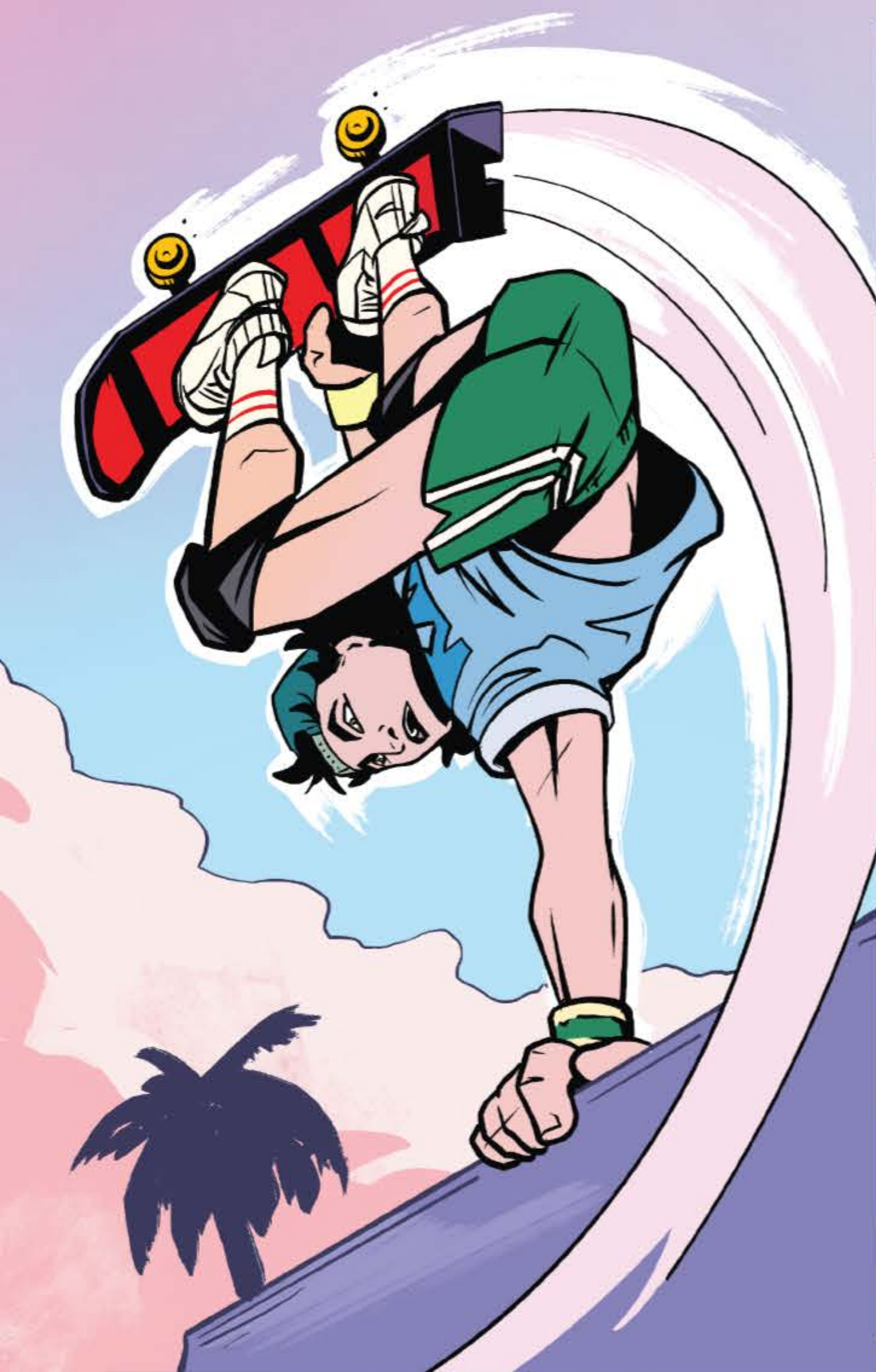
MY TURN!

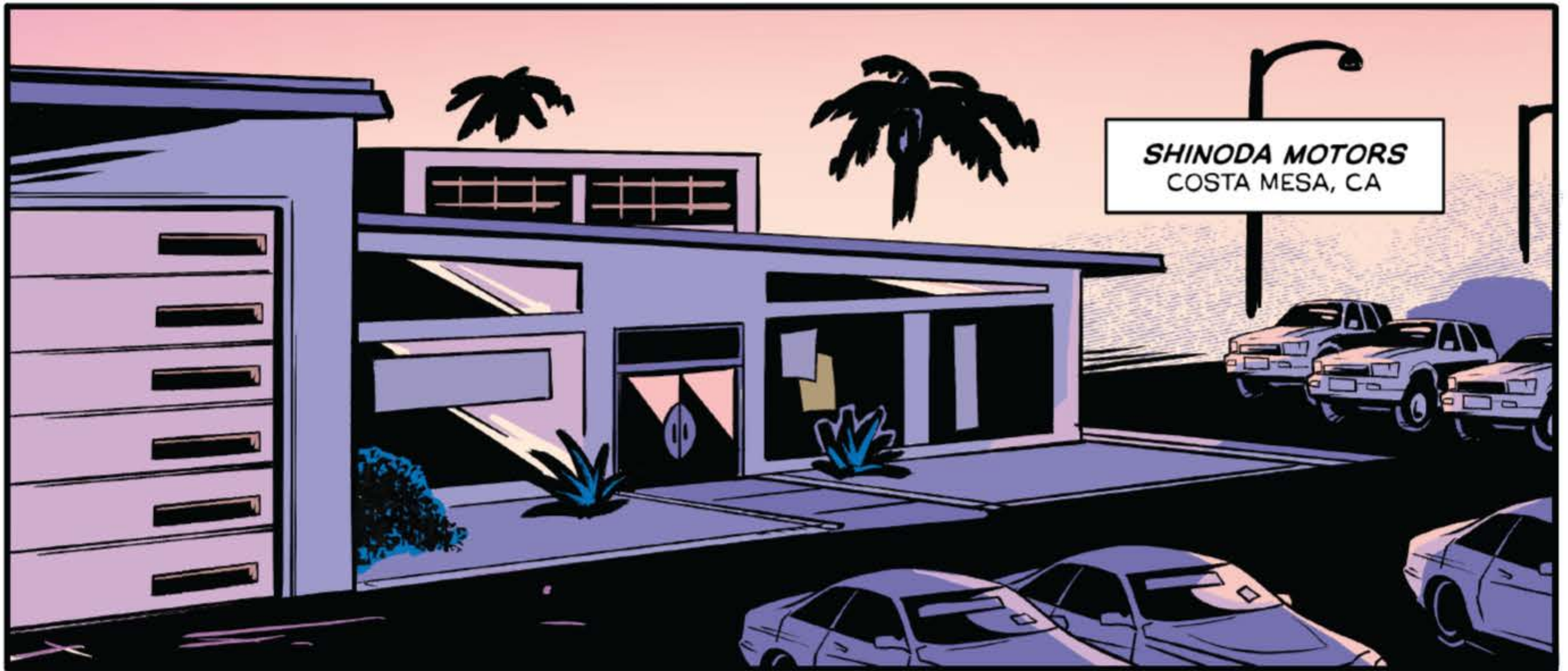


DUDE'S GOT
SPRINGS IN
HIS BONES!

HE'S LIKE...
PART *RABBIT*.













THIS IS
INSANE!
I'M OUT.

I DON'T
WANT ANY PART
OF YOUR ANCIENT
FIGHT CLUB.

YOU'RE IN
DANGER, RENJI!
IF THEY FIND OUT
WHO YOU ARE---



I'LL TAKE
MY CHANCES.

THIS OLD WORLD
NONSENSE IS WHAT
HAS BEEN HOLDING
US BACK!

SOME LEGACIES
ARE CHOSEN...



OTHERS REJECTED.



INITIATE
PLAN B.

UNDERSTOOD.



WHAT THE HELL WAS
THAT BACK THERE?



DAD WAS A GOOF.

A *GOOD* GUY.



TAUGHT ME TO OLLIE
BEFORE I COULD WALK.



THERE'S NO WAY HE
WAS A COLD BLOODED
ASSASSIN...



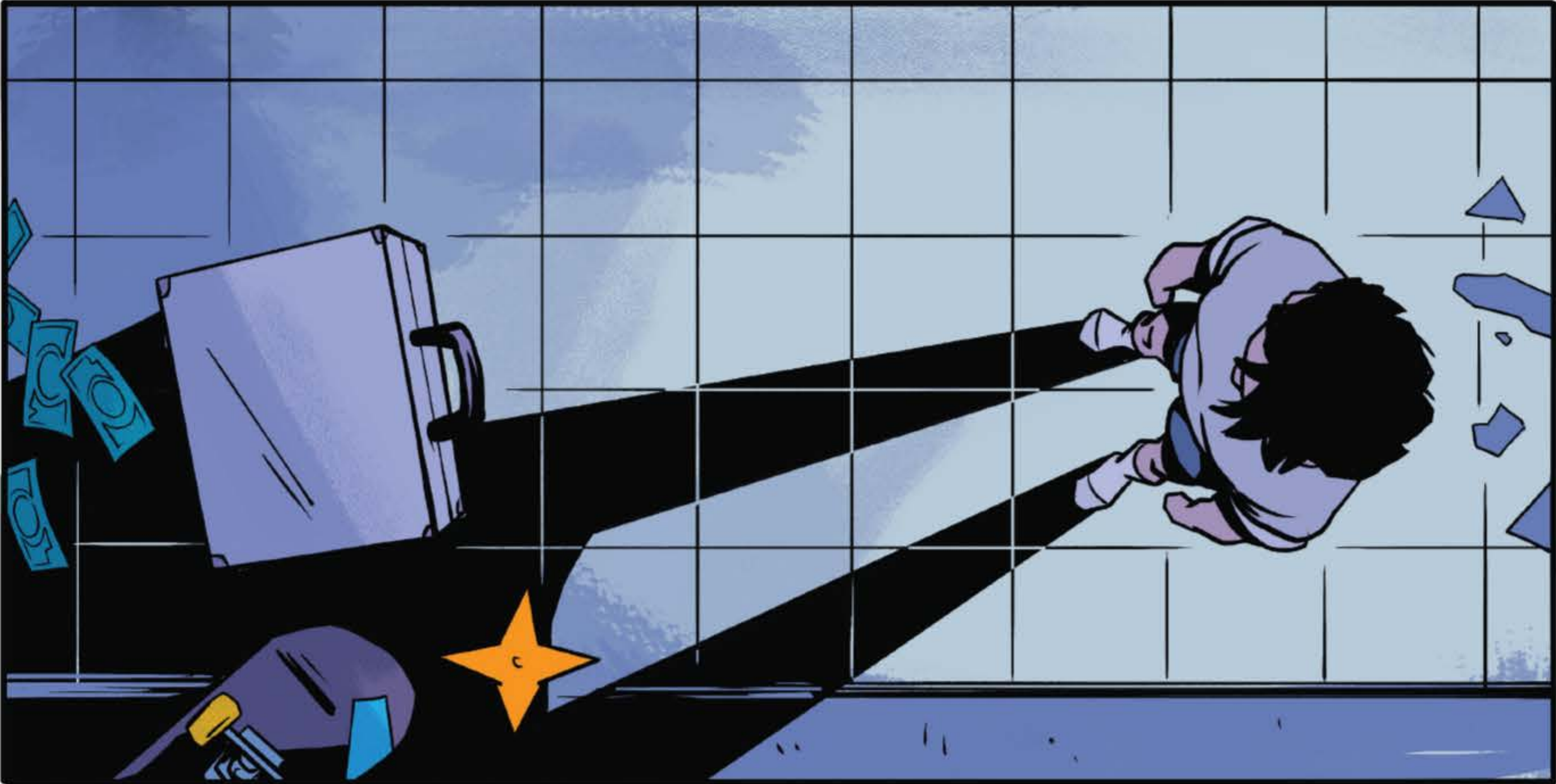
...RIGHT?

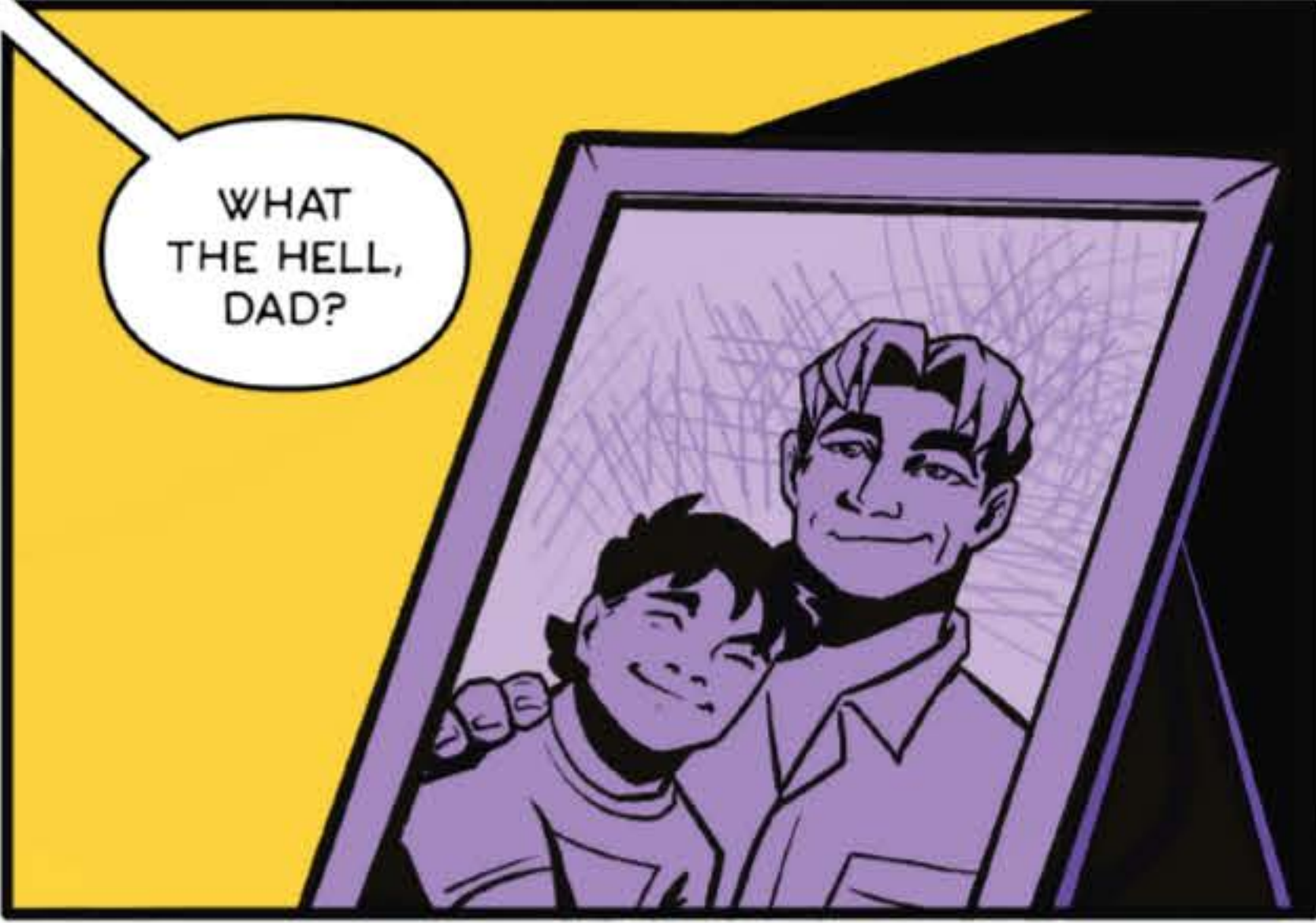










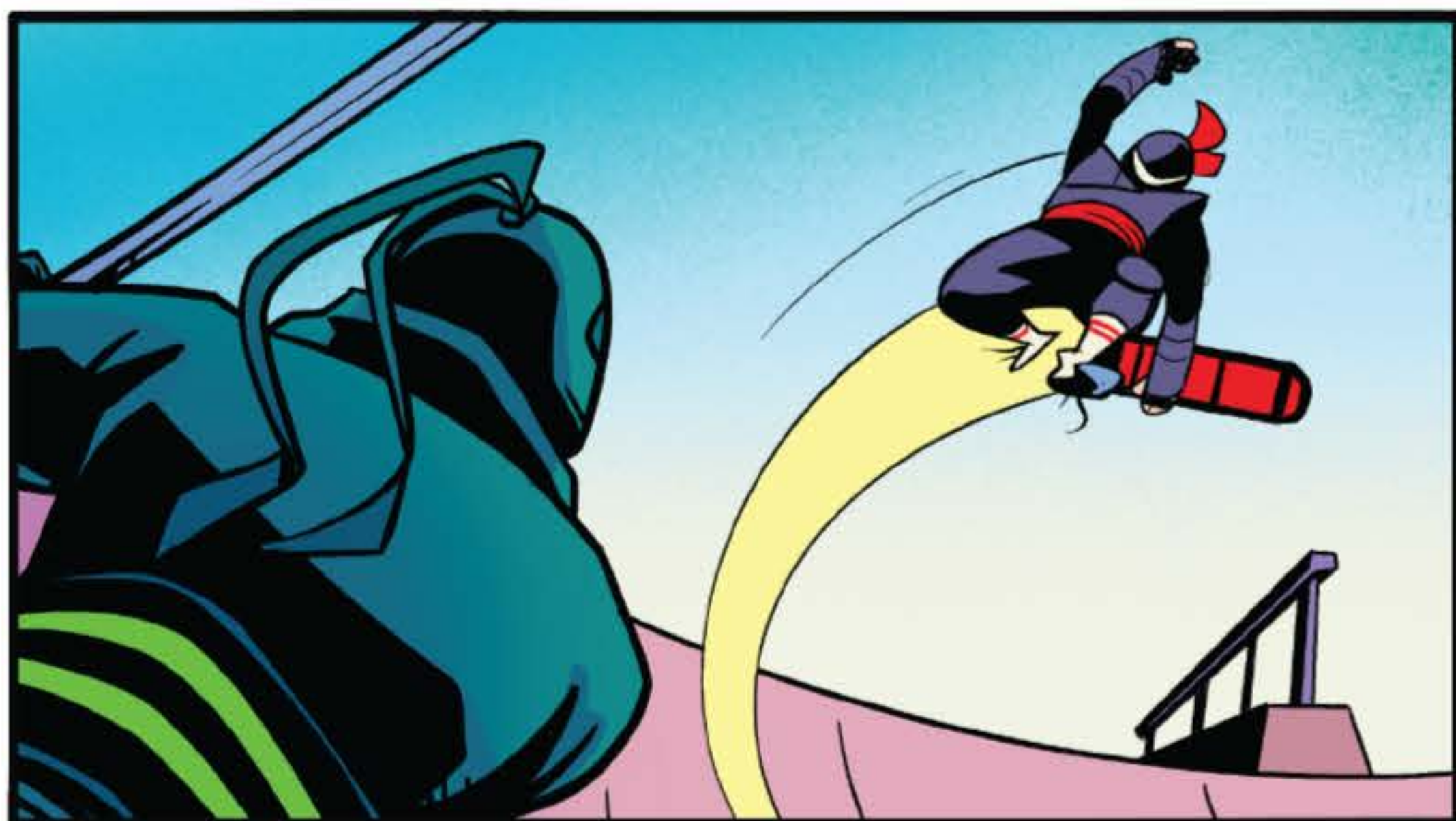




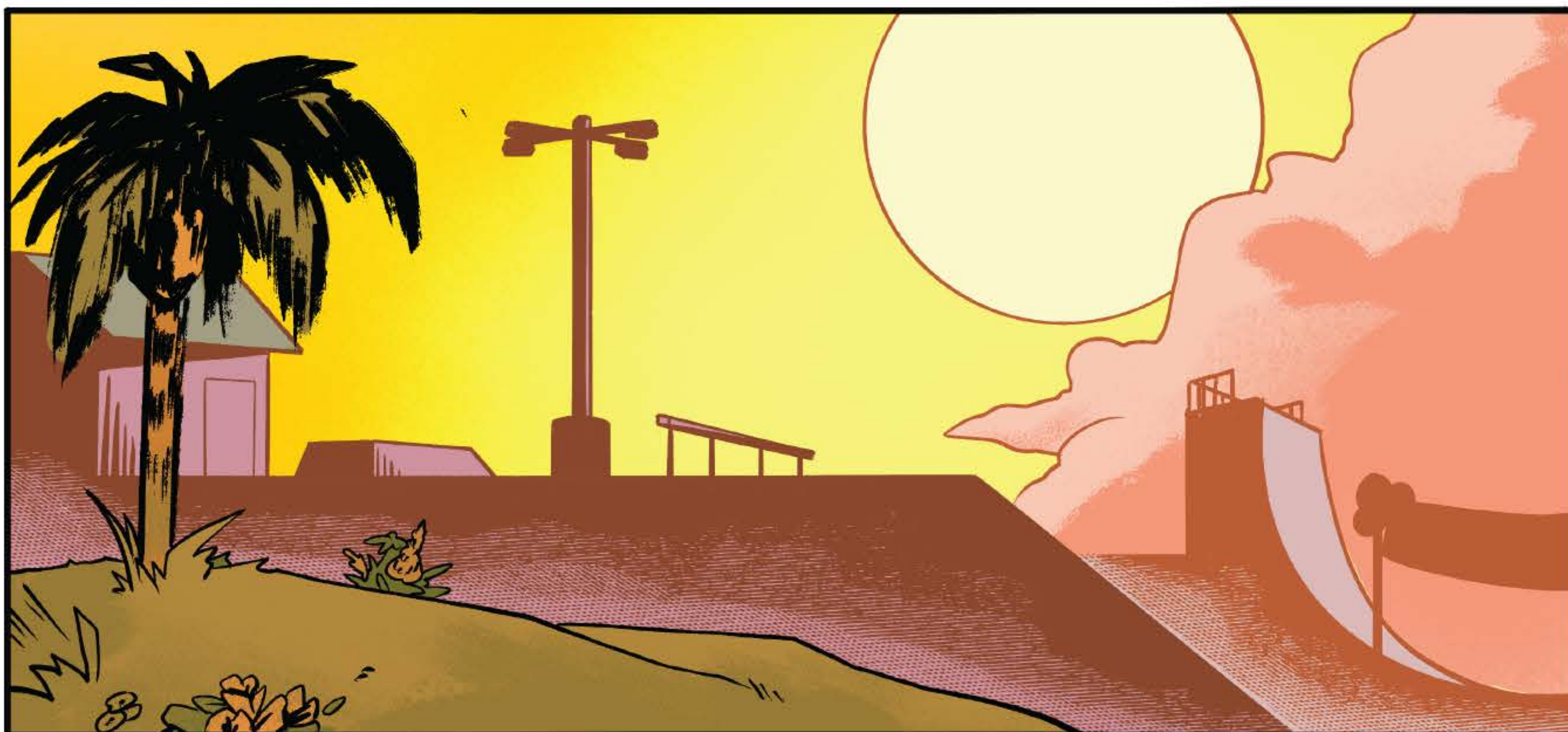


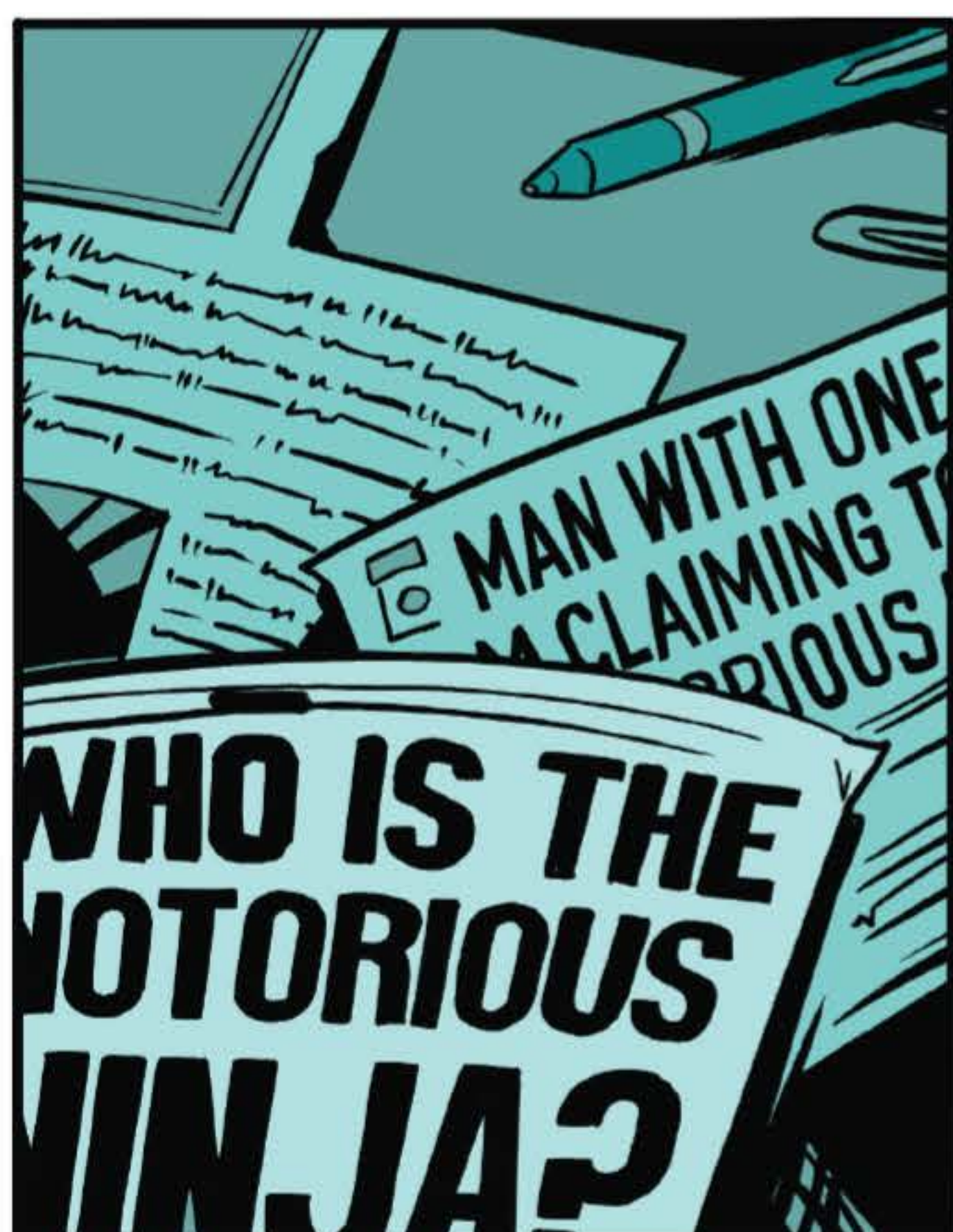
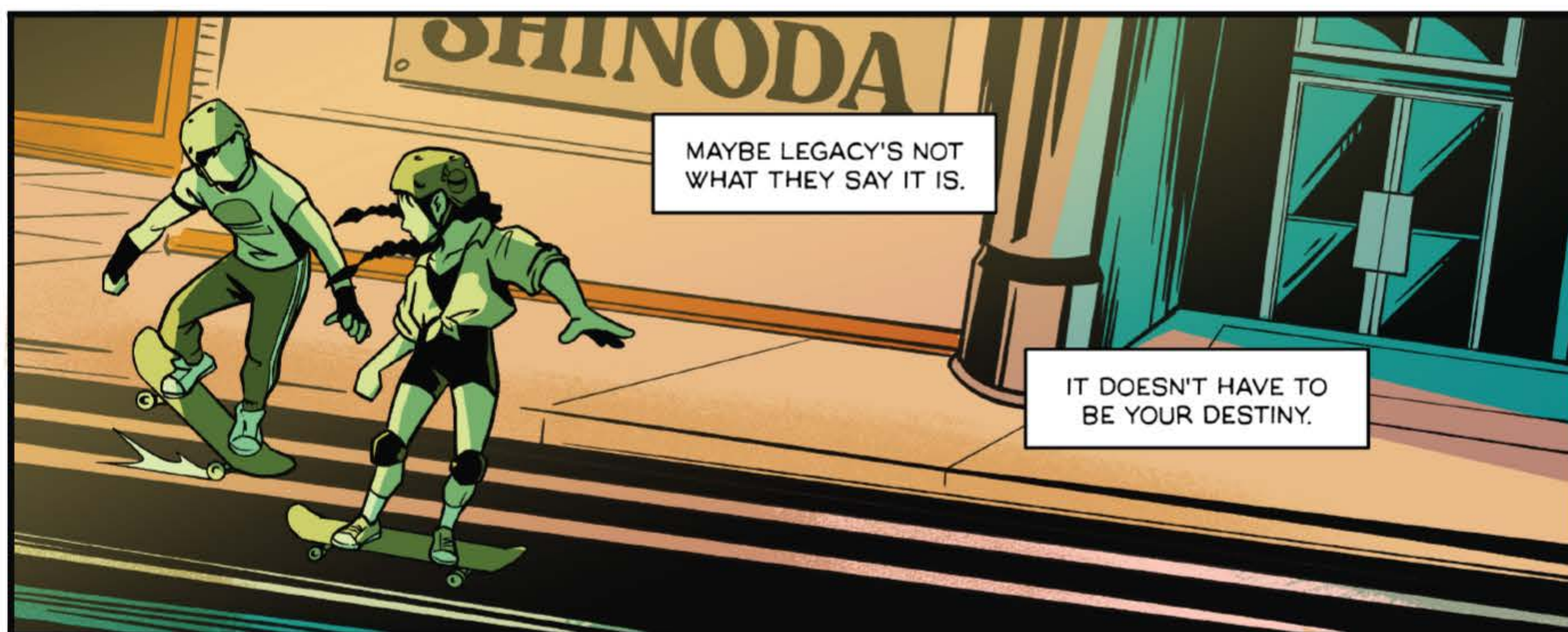


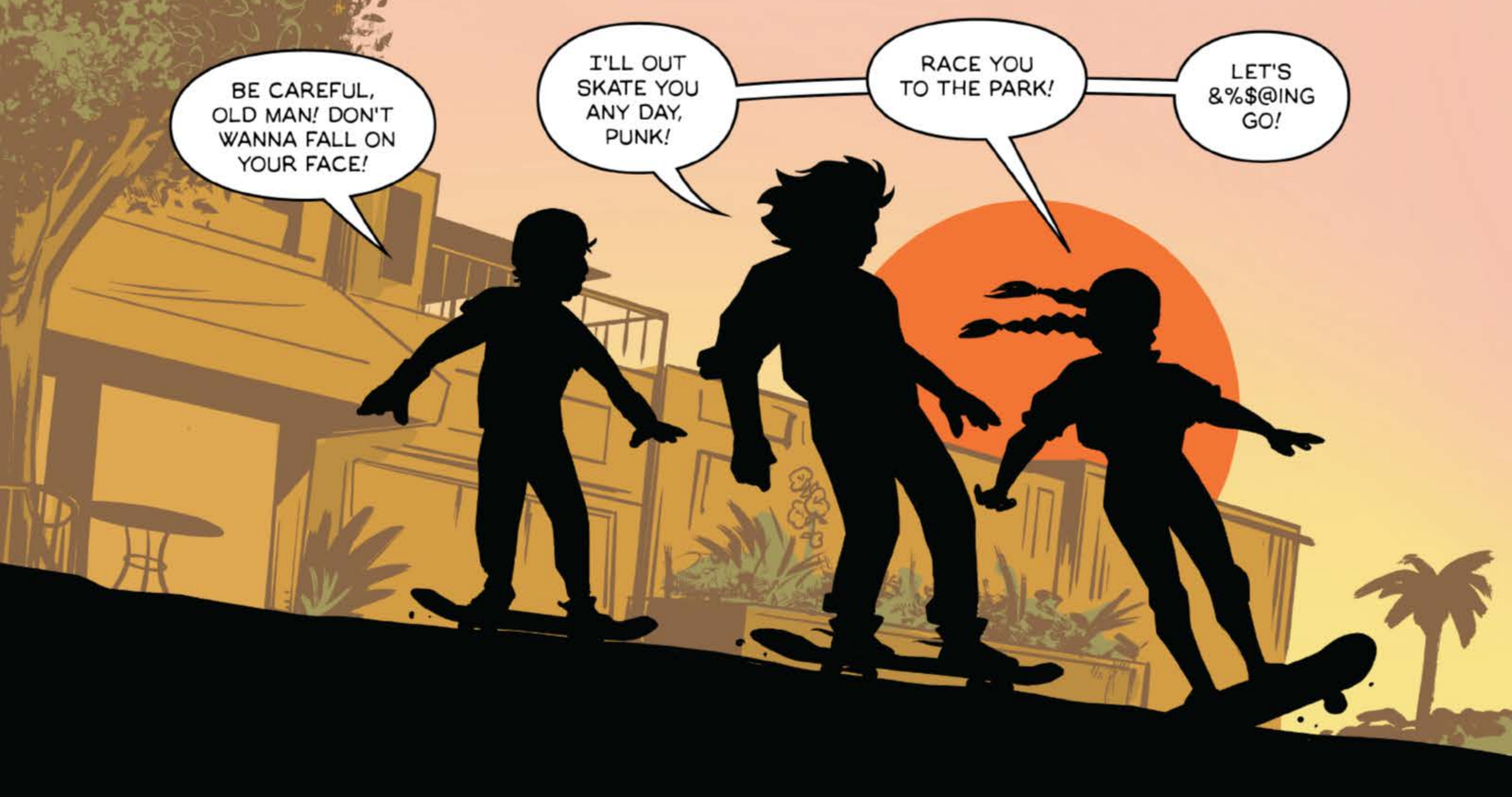














HOW'D YOU
GET SO FAST AT
SKATING, DAD?

THAT'S A
LONG STORY,
KIDDO.



OUR STORY
IS NEVER OVER.

TO BE CONTINUED...

BUILDING CHARACTER

NOTORIOUS NINJA



Original Drawing by Gary Vaynerchuk
(Series 1)



Series 2 Design from the
Collectible Trading Card Game



Manga Style from
Superstickers 2025

YOU NEVER SEE HIM COMING.

One of the most collected VeeFriends, thanks in part to being the very first VeeFriends Topps Chrome card handed out free at New York City Comicon 2024.

As of writing this (Oct 2025), the coveted 1/1 Superfractor is still out in the wild. Gary jokes a kid pulled it, didn't know what he had, and taped it to a wall.

This character's origin is a fun one. When I started the comics development in January 2024, I was given hours of Gary's meeting recordings about character ideas. I mined them for gold and didn't have to dig far.

In one recording, when Notorious Ninja came up, Gary said, "Skatepark legend. Think *Tony Hawk Pro Skater*." A ninja on a skateboard? Gold! Somehow, this note slipped through the cracks and was forgotten. Or maybe, like a Ninja, decided to stay hidden.

Not many people heard this, so when I pushed to add a skateboard as an accessory on cards, stickers or pins, I probably sounded crazy.

A big part of my Character Development job at VeeFriends is pointing back to Gary's original sparks and steering characters to those big ideas. That's where the magic is.

At our first comic story summit in March 2025, I brought this idea up again to the man himself. The brainstorm that followed became the story you see here: Renji as a teen refusing the family mantle, and later as an adult wrestling with whether to carry it forward or let it end with him.

There's a lot more to reveal about our ninja and his family. Stay tuned at [VeeFriends.com/comicbooks](https://veefriends.com/comicbooks) so you don't miss a beat. Ninjas are sneaky, you never know when they might drop out of nowhere. ;)

- D.J. Coffman, Creative Director - October 2025



Our first Topps Chrome card ever was released at NYCC in 2024.

Gary thought it wanted to drop the comic you're reading now at NYCC 2025 and stick with the theme.

**READ.
WATCH.
COLLECT.**
NINJA.



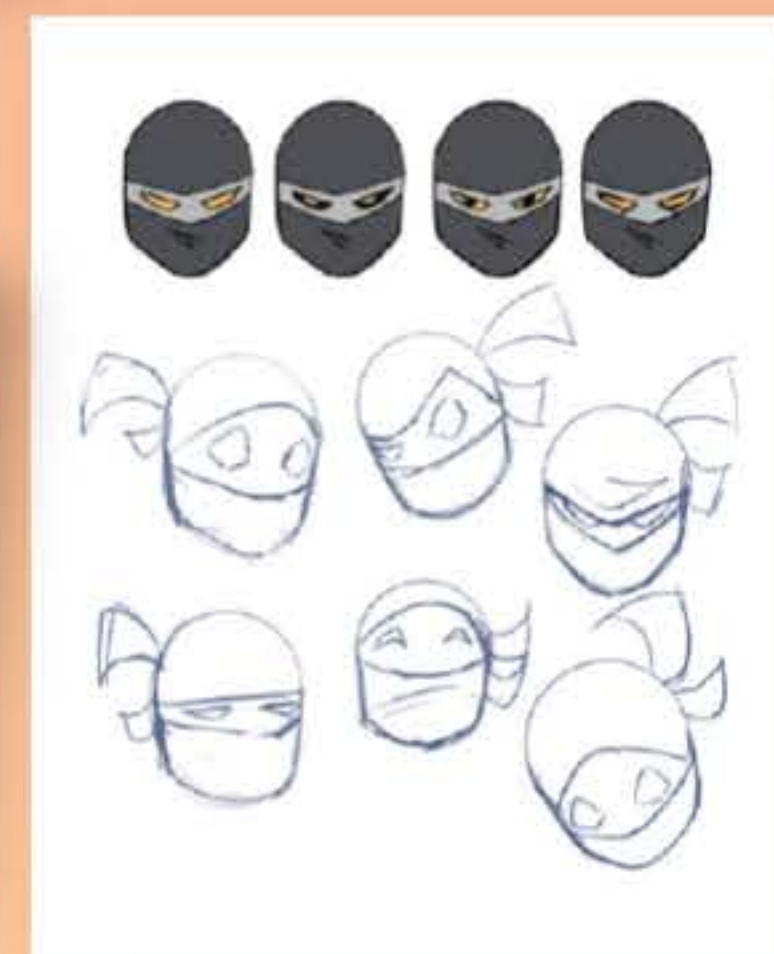
VEEFRIENDS.COM

Sketchin' TO skate'n

WITH KATE



IT TOOK ME A WHILE TO FINALIZE RENJI'S LOOK. HE'S MUCH MORE OF A SKATER THAN A NINJA SO I WANTED TO BRING THAT INTO HIS NINJA LOOK. MAKE HIM LOOK A LITTLE MORE DISTINCT FROM HIS FATHER'S NOTORIOUS NINJA. HE'S 16, HE PROBABLY THOUGHT HIS RATTY SNEAKERS LOOKED SUPER COOL.



THIS SKETCH WAS THE FINAL DECISION ON RENJI'S LOOK (BESIDES THE HAIR AT LEAST)

IN A SIMILAR VEIN, I FOCUSED MUCH MORE ON THE 90S AESTHETIC THAN THE NINJA AESTHETIC OF THE STORY. WE SPEND MORE TIME WITH RENJI AS A COOL SKATER KID THAN A NINJA ANYWAY. YOU KNOW THOSE TEAL AND PURPLE JAZZ SOLO CUPS? YEAH, I WANTED THE STORY TO LOOK LIKE ONE OF THOSE. OR AT LEAST LOOK SIMULTANEOUSLY RETRO AND MODERN.



**SHE'S
A TOTAL**

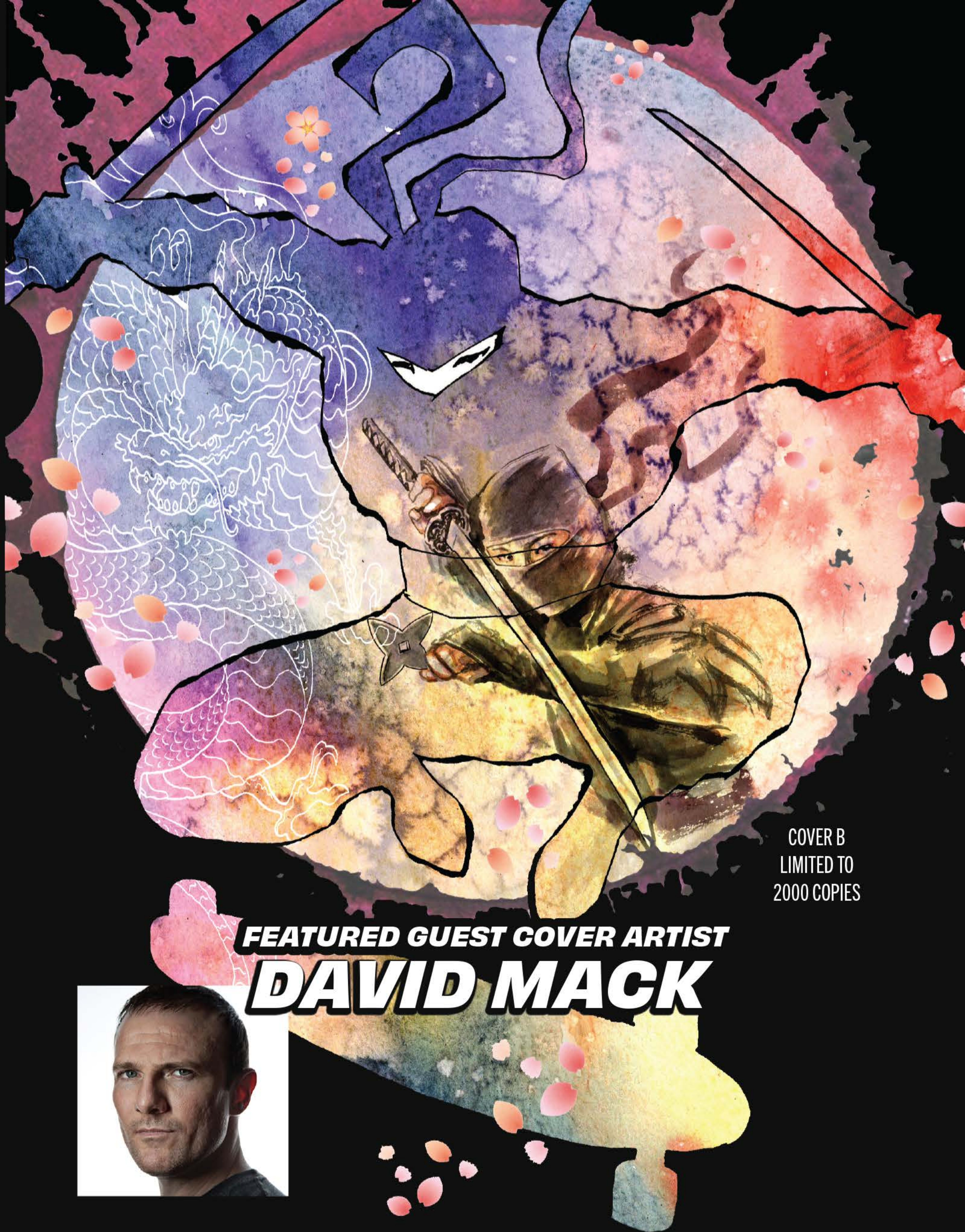
Poser



SO, I GET RATHER... INVOLVED, LET'S SAY, WITH MAKING MY COMICS. I TAKE A LOT OF MY OWN REFERENCE PHOTOS. MAYBE IT'S THE KID IN ME OR MAYBE IT'S THE ANATOMY TEACHER IN THE BACK OF MY HEAD, I DON'T KNOW. THERE'S JUST SOMETHING SO FUN ABOUT BEING YOUR OWN DRAWING MODEL. STUCK ON A PAGE? GO POSE IT OUT. NEED A DRAWING BREAK? GO BE AN IDIOT IN FRONT OF A CAMERA AND COME BACK.

THIS
IS A FUN JOB.
I LIKE HAVING
FUN DOING IT.





COVER B
LIMITED TO
2000 COPIES

FEATURED GUEST COVER ARTIST
DAVID MACK



Issue #7 features a stunning guest cover by David Mack, creator of Kabuki and co-creator of Marvel's Echo. His signature watercolor and mixed-media style brings texture and emotion to VeeFriends in a big way.

We aim to work with the best: J. Scott Campbell launched our series with Cover #1, Jae Lee guested on #5, and David Mack was at the top of our wish list. We couldn't be more thrilled and honored to have him on this issue. Stay up to date with David's new projects online at davidmackarts.com