frontin’ verb
1. To put up a facade or make appearances, typically to impress or maintain image. *Those Caltech fools ain’t shit, they just frontin’!*
2. A procedure in which a primary insurer acts as the insurer of record by issuing a policy, but then passes the entire risk to a reinsurer in exchange for a commission. *Lloyds of London had to start frontin’ for those Caltech fools ’cause they was too damn krayzie for State Farm.*
3. Where I am, in this race, in relationship to you. *We Caltech fools be frontin’ all y’all at Jimmy Stewart ’04!*