

# WEARABLES

THE VISION OF THE DECORATED APPAREL INDUSTRY

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## WEARABLES *TRENDSETTERS*

From wowing clients to changing the very nature of their industries, these gurus set the bar for apparel.

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### DOUG JACKSON

President, Storm Creek  
(asi/89879)

Doug Jackson admits he has a problem. “I loved skiwear so much,” he says, “if I had \$100 to spend on clothes, it almost always went to the local ski shop for a jacket vs. clothes I really needed.” Jackson’s compulsion has turned out just fine in his current line of work. As founder and president of Storm Creek, Jackson endeavors to push the limit with the company’s collection of outerwear and outdoor apparel. A fabric savant, he rejoices when the latest swatches arrive from the factory and delights in paying attention to the tiniest elements. “Our garments work, and we do not skimp on the details,” he says. A staunch supporter of the ad specialty industry (“I found [it] so refreshing and very exciting,” he remembers), he strove for innovation for two decades and takes pride in making his customers look good, determined to leave them nothing but “wowed.” On top of all that, Jackson is passionate about having Storm Creek give back to the community through the Feed My Starving Children nonprofit and local food shelter.

**Fun Fact:** Jackson earned the nickname “Jacket Jackson” because of his passion for designing innovative and creative outerwear.