

'Sneakerhead' Turns Love into a Brand

Portland entrepreneur starts own fashion line

BY DONOVAN M. SMITH
THE PORTLAND OBSERVER

Setting foot in the city of sin turned out to be the start of a dream for one Portland man. A 2009 visit to Las Vegas for a street wear fashion tradeshow shifted David Jefferson's whole career path.

Jefferson says the show was the inspiration he needed to take him from being a local retailer of various big name brands in urban fashion to his newfound passion, selling his own clothes.

It wasn't long after he returned to the Rose City that he launched his own brand called Mr. Exclusive. He took the name from his nickname, but the clothing line failed almost as soon as it started.

"I wasn't really all the way serious the first time around. And like—I didn't know what I was doing you know what I'm saying. So it made it tough to get support. I think I was being a little bit selfish with the



PHOTO BY DONOVAN M. SMITH/THE PORTLAND OBSERVER
David Jefferson's apparel brand, Stackin' Kickz, has become one of the most recognized start-up fashion lines in Portland. The longtime Portlander says the brand was birthed out of his fanatic love of the "sneakerhead" culture.

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A family wage, and the benefits that go with it, not only strengthens families, but also allows our communities to become stronger, more cohesive, and more responsive to their citizens' needs. Our ongoing efforts to establish Area Standard wages and benefits knows no boundaries of race, creed, color, gender, beliefs, or country of origin.



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