

Jamie Sadock

Don't try to pigeonhole this adventuress, she defies conformity.

Whether she's jumping out of a plane, driving a Formula One racecar or enjoying a ride on her Harley Davidson motorcycle, it is Jamie Sadock's fearless approach to life that defines her pursuits—and her fashions. The diminutive designer with the mane of blond hair has imprinted her unique style on the golf and resortwear industry with bold designs that have inspired a cult following among fashion-starved customers. "I'm not afraid to take a chance or risk making a statement," says Sadock. Her customers couldn't be happier. Many refer to themselves as "Jamie Junkies."

In an industry that until recently was ruled by khaki shorts and traditional, three-button polo shirts, Sadock's designs definitely break the mold. Her collection includes exotic touches such as Rex rabbit fur, silk, cashmere and leather trim, as well as Suprasuede, a lightweight fabric developed exclusively for Sadock. Thoughtful details such as sunglass loops on the shirts and cell phone pockets are



Sadock's hobbies include riding a Harley Davidson motorcycle.

Sadock hallmarks, as well as jackets with sleeves that zip off for greater versatility. Even her more traditional Bermuda shorts have a washable leather welt on the key pocket to prevent it from getting dirty.

A fork in the road

Sadock was introduced to apparel design on a trip to New York, just after she graduated from college with degrees in psychology and English. Planning to go on to get her doctorate, she interviewed for a summer job as an assistant designer at a sportswear company. Two weeks later, the

company called and offered her the job.

"I had to decide if I wanted to have a very rigid, structured lifestyle for the next four years, or do something more creative and go to New York," says Sadock, who lived in Pittsburgh at the time. She decided on New York. Knowing no one in the city and without a place to live, Sadock moved into the Barbizon Hotel, one of the earliest residential alternatives for women moving to New York City. "They wouldn't even allow my father to come up to my room," says Sadock. You could stand in your room, put your arms out and touch each wall, it was the tiniest thing."

That was just the beginning. Sadock's initial job segued to subsequent positions with leading apparel firms such as Sasson Jean Co., Calvin Klein, Henry Grethel and *Le Coq Sportif*, where she was on the international design team. There was also a stint at Garan, Inc., the company that introduced the Garanimals concept to children's clothes. She then became a partner in IXSPA 2000 (International Sportswear of America). In 1995, Sadock left IXSPA to found her own company, and began designing her distinctive collection of multi-functional, lifestyle apparel.

Zest for life

Sadock's zest for life is apparent in everything she does. She owns two motorcycles, a Harley Davidson Sportster Deluxe and a Honda Rebel, which she calls "half a Harley." She recently drove a Formula One race car at Laguna Seca in California. And earlier this year, she completed her first tandem parachute jump out of a plane with the Golden Knights, the Army's elite division of parachutists. General Kevin Burns, a five-star general and a

"We were free falling for 10,000 feet. When we finally got to the bottom, I realized my stomach was still somewhere up at 3,000 feet."



Sadock recently extended her line of golf apparel to include shoes.

personal friend of Sadock's, arranged the jump with a few other brave souls, including Joanna Cassidy of the hit HBO show *Six Feet Under*. "When they lifted the door of the plane, the most intense wind noise came up," says Sadock. "My instructor shouted 'one, two...' and away we went, free falling for 10,000 feet before our parachute opened up. When we finally got to the bottom, I realized my stomach was still somewhere up at 3,000 feet."

Creating "wearable art"

Sadock's creative energy spills over into every aspect of her life. In her spare time, she is an avid photographer and painter. Her multimedia photography and paintings will be featured in an art gallery in Pennsylvania in October. "I've always felt that clothing represents moods and wearable art,"

says Sadock. "For me, it's an interesting challenge to be able to design clothing that can influence people's emotions. I want them to feel elegant and special."

In some cases, Sadock's adventurous approach works against her, especially in the more conservative areas of the golf industry, not known for its cutting-edge sensibilities.

"Our line is carried in the top resorts around the country, and some clubs still won't even look at it, because they think it's too trendy for their customers," she laments.

She tells the story of one retailer who came to her booth at the PGA show in Florida. "He said he had to buy a few of our pieces because some of his customers had requested them, but that he didn't think it would appeal to very many of his customers," says Sadock. "The next season he came back, and said the sell-through of our line was incredible, and wrote us a \$7,000 order."

Sadock says that's a common occurrence, and that once a store begins to carry her line, by the second year it's usually the top seller. "We are the brand that has the least number of markdowns in the stores, because they sell so well. Once retailers see that, they change their minds pretty quickly about carrying our line."

Expanding beyond apparel

With her designs gaining in popularity at resorts and retailers throughout the country, Sadock is busy expanding her vision to new markets, including a new line of footwear, an accessories and purse division, and a new line of home furnishings. "There is such strong identity with the brand, I thought that if my customers love what I do with clothes, they'll love what I do in other areas too." 