

**STORMY<sup>®</sup>  
KROMER**

MADE LIKE YOU.



**STORMY KROMER  
MEDIA KIT**



# THE MAKING OF AN ORIGINAL

Stormy Kromer proudly continues the tradition of hand-crafting products and supporting American made jobs.

## 1. MARKING

At Stormy Kromer, fit is everything, and the first thing we do is determine how many caps can fit per yard. We lay out the material, then fire up the computers to map out every cut and minimize waste.

## 2. CUTTING

We wouldn't think of cutting corners, but we do cut quickly. Our computerized system can cut up to 12 layers of wool at a time, which can equal hundreds of caps and within thousandths of an inch. It's technology right alongside craftsmanship, and that's why every cap is pretty much perfect.

## 3. BUNDLING

Here's where all of the pieces come together before being sent to the sewing floor.

## 4. SEWING

**THE CROWN** – This is what makes the Original the Original. Six wool panels are sewn together to create our iconic cap, constructed to hold its shape for years to come.

**THE LINING** – Four, all-cotton panels are sewn in to create a soft, comfortable lining.

**THE TAGS** – Our Stormy Story—plus the size and other tags—are sewn to the lining.

**THE INTERIOR BAND** – An added band that gives added warmth.

**THE BRIM** –we affix a broad, gently curved brim to shield the sun and to give the cap its classic look.

**THE CLOSING** – This is where the cap really starts to come together and readied for finishing.

**THE EARBAND & TIE** – Nothing says Stormy Kromer like the final two pieces of our cap construction. The earband is what started it all and let's not forget that each and every bow is tied by hand.

## 5. INSPECTION

Every stitch, every flap, every inch of every cap is measured against a set of standards you don't often see anymore. In other words, if we find even the slightest flaw, it doesn't go out the door.







## THE LEGEND OF **STORMY KROMER**

In 1903, George “Stormy” Kromer—a semi-pro baseball player and railroad engineer—asked his wife, Ida, for a solution to the freezing wind stealing his cap as he navigated locomotives across the open prairies of the Midwest. Her solution was to hand-stitch the now-famous earflaps on one of Stormy’s old baseball caps. The hat stayed on. His head stayed warm. And a legend was born. Today everything we do, from the materials to our method, is as authentic as that first cap.

A lot of things have changed since those first few caps were sewn - new colors, new fabrics, new styles - but we haven’t changed the way we make them. They’re still hand-stitched by hardworking artisans who strive to provide classic, yet contemporary products with the same passion, purity and practicality as that first Stormy Kromer cap.

Now located in Michigan’s beautiful Upper Peninsula, Stormy Kromer is an outdoor apparel company proudly continuing the tradition of hand-crafting American made products and supporting American made jobs.

# FACTS

## IT ALL STARTED WITH A CAP...

- The current count in the Stormy Kromer cap winter product line features: 1052 cap SKUs; 33 cap styles; and 73 different available colors.
- All Stormy Kromer caps not only come with a warranty, but an insurance policy. If your Stormy Kromer cap is lost, stolen or destroyed within three years of the date of purchase, it can be replaced at 50% of the current catalog price, plus applicable shipping and taxes. Simply register the cap at [www.stormykromer.com/insurance](http://www.stormykromer.com/insurance).
- Prior to 2001, the wool used for Stormy Kromer caps was cut with a meat cutting saw.
- Hats with sewn in eyelets are from 1938 or earlier.
- The very first cap only had four panels, however the cap evolved with the iconic six panel Kromer construction that became known as a six-pointer. The story goes that railroad workers would walk into a bar and ask if there were any six-pointers in here to identify any fellow railroad workers in the bar.
- And while it all started with a cap, Stormy Kromer has grown into an outdoor apparel company, there are now 443 SKUs representing 54 different apparel and accessory styles in our winter line.
- Not just for winter anymore, Stormy Kromer is launching its first spring summer collection in 2016, with 24 cap and accessory styles.

## ABOUT STORMY KROMER

- His real name was George, "Stormy" was a nickname given to him because of his temper.
- As a semi-pro baseball player, he played for nearly 30 teams throughout the Midwest before retiring from the sport.
- When George did finally own his own baseball team, he was known for some unusual training tactics, including having the players stand in the middle of a moving train car without holding onto anything to improve their balance.
- George "Stormy" Kromer was the inspiration for a character in A Little Golden Book called *Mr. Puffer Bill*, published in 1965.

## STORMY KROMER CLAIMS TO FAME

- Worn by Henry Fonda in the 1932 film *Slim*
- Worn by Charles Bronson in the 1974 film *Deathwish*
- Worn by Alan Arkin in the 2006 film *The Santa Clause 3: The Escape Clause*
- Worn by Amy Poehler in the NBC television show *Parks and Recreation*
- Worn by the band Modest Mouse
- Michigan native and actor, Jeff Daniels is a loyal Stormy Kromer fan, wearing his cap when performing during his concerts as well as in a series of YouTube Webisodes, including one episode that features a stop at the giant Stormy Kromer cap roadside attraction in Ironwood.
- Worn by Jimmy Fallon on December 17, 2011 while hosting *Saturday Night Live*
- Worn by Bill Murray while golfing at the Irish Pro-Am, June 2012
- Worn by members of the Men's and Women's U.S. Ski Jumping Teams during their 2014 season.
- Worn prominently by Martin Freeman's character Lester Nygaard in the TV series *Fargo*.

# OUR TEAM



## BOB JACQUART, CEO

Bob Jacquart joined his dad's company – Jacquart Manufacturing, a canvas repair and small custom bag business - at the age of 19. In 1983, he bought the company and changed the name to Jacquart Fabric Products. In 2001, over a cup of coffee in a local diner, Bob learned of the demise of the Kromer cap and decided to purchase the rights to the Stormy Kromer brand. Less than one month later, Jacquart Fabric Products became the sole owner, manufacturer and marketer of Stormy Kromer. A little over a decade later the Stormy Kromer has expanded to feature a full product line of men's and women's caps, clothing and accessories.



## GINA JACQUART THORSEN, PRESIDENT

As the President at Jacquart Fabric Products (JFP), Gina Jacquart Thorsen leads the marketing, sales and new product development efforts for Stormy Kromer. Thorsen is proud to be working alongside her father and playing a key role in driving the company's strategic vision for the future. She oversees all marketing and sales efforts for the Stormy Kromer brand, in addition to new product development and design. Since coming home, Thorsen has successfully launched more than 66 new products over the past five seasons, more than tripling the size of the product line. Under her leadership, the Stormy Kromer line has increased its appeal to women and younger customers, while maintaining the rugged practicality and quality of the Original cap stitched more than 100 years ago. When she's not using her voice to lead Stormy Kromer, Gina shares her talent as an accomplished vocalist, singing the National Anthem at various events throughout the Midwest and no matter where she sings, she always packs Stormy Kromer's Made in the USA spirit as a source for inspiration.

## **FREDDY PINA, GENERAL MANAGER**

A worldwide search five years ago for an operations manager brought Freddy Pina to Stormy Kromer. While originally from Bolivar City, Venezuela, Pina has lived and worked all over the world, running manufacturing operations for some of the largest apparel companies out there, including, American Eagle Outfitter, Jockey International, Maidenform and the Sara Lee Corporation. Pina jumped at the new opportunity, moved his family a few thousand miles and brought a level of experience and knowledge that is not easily found in sewing manufacturing operations in the U.S. He has helped to expand the product lines and subsequent production as well as support Stormy Kromer's commitment to continue to operate in the USA.

## **ALAN SVOBODA, DESIGNER/CONSULTANT**

Alan Svoboda joined the Stormy Kromer team two years ago, thanks to much persistence and passion. After living in New York City and designing for J. Crew, American Apparel, and I. Spiewak & Sons, Alan decided that he needed a change and headed home to the Midwest. While working for Target in Minneapolis, Alan reached out to Stormy Kromer in hopes of combining his artistic talents with his passion for the outdoors and "Made in the USA" products. Upon meeting with the Kromer team, it was clear that Alan embodied the Stormy Kromer spirit and a shared vision. Alan's ability to bring the urban elements of large metropolitan cities and mix with the time-tested durability of quality and functionality have helped Stormy Kromer to continue to provide top quality designs and products to satisfy their diverse customer base. When he's not designing, Alan can be found in the great outdoors getting inspired and putting Stormy Kromer product through their paces.



# LEGENDARY PARTNERSHIPS

Expert craftsmanship. High-quality materials. And a deep respect for the skilled men and women who work every day to further legacies of warmth, style and durability. These are the qualities that have made Stormy Kromer the timeless brand we are today. Now, Stormy Kromer is pushing into a new era, with partnerships that combine each company's best qualities – allowing us to grow while building on the legendary products that preceded them.



## CARHARTT

Created to commemorate Carhartt's 125th Anniversary, the Carhartt x Stormy Kromer Limited-Edition cap brought together two Midwestern heritage brands – each with over a century's experience providing hardworking folks with the gear they need to survive harsh winters and tough adventures.



## HARRIS TWEED

Across the waters from Scotland, beyond the Isle of Skye lies the barren, rocky island of Harris. One hundred and fifty years ago, the people of this island created a unique cloth, a tweed woven entirely by hand that was to become world famous. Today, it is known simply as Harris Tweed.

Harris Tweed remains the only fabric in the world protected by an Act of Parliament. Its production is monitored on a daily basis and all fabric is inspected and approved before being stamped with their trademark. No other fabric can call itself Harris Tweed, just as no other cap can call itself Stormy Kromer. We are proud of this unique line of products that combines the history and tradition of two legendary brands from both sides of the Atlantic.



## WOLVERINE

Michigan's Upper and Lower Peninsulas unite to bring you a collaboration from two companies that embody the legendary vision of their founders. Hand Craftsmanship. Quality Materials. Classic Style. For the builders and dreamers of today, Wolverine and Stormy Kromer introduce the Peninsula Collaboration. The Peninsula Collaboration features iconic red/black plaid wool, genuine full-grain leather from the renowned Horween Leather Company, and hand craftsmanship that can be seen in every stitch. Made in the USA with the finest materials sourced from around the world, the Peninsula Collaboration is inspired by two innovative pioneers from the great state of Michigan.



# CRAFTSMANSHIP ISN'T A LOST ART.

Since 2001, Stormy Kromer products have been sewn at Jacquart Fabric Products in Ironwood, Michigan, located in the Upper Peninsula. This also happens to be the heart of what is fondly known as “Big Snow Country” and the Stormy Kromer Factory Tour is proud to be the area’s warmest attraction.



## FACTORY TOURS

Stormy Kromer Factory Tours start every weekday afternoon at 1:30 PM Central. The tours are:

- Free
- Kid-friendly
- Fully accessible
- 45 minutes
- An opportunity to see what Made in America really means



## FLAGSHIP STORE

All tours start and end at the Stormy Kromer Flagship Store. The store is open Monday through Saturday to anyone who is in the area and wants to shop in person.



## FLAGSHIP CAP

The largest Stormy Kromer cap ever made is on display just down the road from SK headquarters, and took the longest of any cap to produce, nearly 12 weeks, production specs include:

- 96” in diameter
- 56” tall
- Weighs 525 pounds

This iconic cap statue is made of fiberglass, it was installed in October 2007 and has quickly become a must stop photo opportunity for locals and visitors alike.