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"My mother used to say: If you are going to do something, do it well. Or simply, not at all." – Jake Wall

Jake Wall, *Project Runway* Season 14 featured designer, is co-founder and creative director of JAKE, an upstart premium fashion brand that offers garments with classic proportions and modern conveniences. Located at 619 Sansome Street in San Francisco's Jackson Square district, Jake is the creative mind behind the eponymous brand's custom and ready-to-wear clothes that are classic--yet modern--with a defiant twist.

Jake was born in San Luis Obispo, California, and spent most of his youth shuttling between his hometown and his adopted home city of San Francisco. After studying at UC Berkeley, he earned a master's at DePaul University and an MBA in international business and marketing at Pepperdine.

In 2010, Jake left a successful career as part of the executive leadership team in new media and Internet marketing for a “destination unknown.” An NPR piece on the lost art of bespoke tailoring inspired him to find an authentic master tailor specializing in unique suiting and shirting. So at 30 years old, with no plans beyond his return ticket, he found a made-by-hand operation in Hong Kong and turned his childhood skills of sewing and finishing into an apprenticeship.

After returning to San Francisco, Jake was introduced to Nathan Johnson by one of their college professors. In 2012, they founded Artful Gentleman – which would later become JAKE – to develop fine custom suiting for the modern man, with Nathan serving as chief operations officer.

In 2013, following the encouragement of Betsy Nelson of Macy's, Inc., Jake accepted one of six coveted designer-in-residence positions at the Fashion Incubator San Francisco (FiSF) at Macy's Union Square, where he worked with industry experts to refine the brand and product offering. 2013 was also the first full year that the brand produced both menswear and womenswear.

In 2015, Jake spearheaded the brand's expansion into the limited edition ready-to-wear space with the JAKE by JAKE diffusion line. Backed by a successful crowdfunding campaign on Indiegogo, JAKE by JAKE focuses on bold simplicity and deep color statements in upscale, casual pieces. As five quintessential pieces for men and five for women, the diffusion line complements the brand's premium custom offering and encourages a fresh perspective on Jake's vision of clothes that matter.

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By summer 2015, the excitement around the new offerings from JAKE captured not just the attention of *Women's Wear Daily* and the *San Francisco Chronicle*, but the notice of the team behind *Project Runway*. In June 2015, Jake officially became part of the *Project Runway* family and joined a handful of international competing emerging designers.

Coinciding with *Project Runway*, the Artful Gentleman brand, Jake's main focus since 2011, reemerged as JAKE. JAKE offers clothing for culturally progressive men and women that is at once classic and modern, with a defiant twist. As JAKE, the company expands its offering to include a full range of custom suiting, shirting, and separates for men and women. JAKE also solidifies its footing across genders with the ROYGBIV limited edition ready-to-wear premium diffusion line for both men and women. At JAKE, gender is just a box on a census form--style is the only identifier that really matters while furthering Jake and Nathan's commitment to quality, comfort, fit, and style, and making exceptional clothes.

Jake's designs have been featured in *San Francisco Chronicle, Inc. Magazine*, *Gastronomique En Vogue*, *Tantalum Magazine*, *The Bold Italic*, *The Rebel Cavalier*, and *Bay Area Reporter*, and recognized by a number of awards including "Hot 20 People's Choice Award Winner for Fashion," *7x7 Magazine* (2013); "Designer in Residence Emeritus," *Fashion Incubator San Francisco* (2013); "Giving Heart Award for Fashion Design and Charitable Work," *Fashion on the Square* (2014); "Best Partnership Award – Fashion Event," *Human Rights Campaign* (2014).

Jake also spearheads JAKE's commitment to community service. He created the brand's signature fundraising and awareness event "SUIT UP" which was held in conjunction and benefiting Human Rights Campaign in support of equality in all forms for all people, and serves as an advisory board member and fundraiser for *Fashion Incubator San Francisco*. In addition, Jake teaches at *Fashion Institute of Design & Merchandising* at the San Francisco campus, where he specializes in business of fashion curriculum and mentors students one-on-one as part of the brand's "Classroom to Careers" internship and career training program.

Jake currently lives in San Francisco along with brand's official mascots, the rescued greyhounds Echo and SCOTUS (Supreme Canine of the United States).

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