



SeV/SCOTTEVEST®
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Travel Equipment Company

“SCOTTEVEST is the most significant thing to happen to clothing since the bikini.”

The man behind this audacious claim, Scott Jordan, founder and CEO of SCOTTEVEST/SeV Travel Clothing, makes it without the slightest hint of irony. Since December, 2009, his company has piled triple-digit growth on top of 40 to 100 percent growth year-over-year for a decade. Revenues from his women’s line alone has tripled. He has no illusions about the state of his business.

“We’ve tipped. Our revenue is up an average of 170 percent over previous year numbers. I don’t think there’s any limit to our growth,” said 45-year-old Jordan.

To say that Jordan’s personal energy is behind SeV’s steady rise in the clothing industry would be an understatement. It doesn’t take meeting with him face-to-face to get a feel for him. He spends considerable time and energy sending out video responses to e-mails, posting blog, Twitter, and Facebook updates, and otherwise interacting with his customers. He mixes personal messages, appeals to his audience for their input on major business decisions and promotional messages into one big stream of information. Both he and SeV thrive on the transparency provided by social media; it has tied his company’s brand strongly to his own big, shoot-from-the-hip personality.

To understand Jordan’s enthusiasm for his company, he insists, one has to understand the product. He said while there are scores of companies devoted to custom materials or weather-specific engineering, his is the first and only to make pockets more than just an incidental afterthought.

“SCOTTEVEST is really paradigm-shifting,” Jordan said. “Since the dawn of time, clothing has performed two-and-a-half functions: protect the wearer from the elements; make some kind of fashion statement; and pockets! I call pockets a half of a function because they’ve always just been tacked onto the design after everything else has been drawn up. It’s been that way forever. Somewhere in human history someone haphazardly put the first pocket on the loincloth.”

Jordan, his wife Laura (who serves as company president and chief logistician), and a very small cast of supporting characters seek to perfect the art of the pocket. His position is that his is the first company to take the pocket and its role in daily life this seriously.

The original idea for SCOTTEVEST came about in 2000, when Jordan was commuting weekly between New Jersey and Chicago. He was carrying a lot of gadgets even then, before anyone outside of Cupertino had heard of the iPod. He carried so many, in fact, his wife half-jokingly suggested he buy a purse. Instead, the two sat down and sketched out a design for a jacket with enough internal pockets to hold all of Jordan’s gadgets without creating obvious bulges. The philosophy is simple: keep the gadgets, lose the clutter.

This philosophy continues to resonate with customers, even a decade later, said Laura.

“We’re growing like crazy and that’s great to see. We’ve seen on a small scale how addictive the products are. I’ll see someone place an order, I’ll look and see them ordering something else. Then, a few days later, they’ll order something else. It tends to happen like that. It’s the pockets more than anything,” she said.

Jordan acknowledges the choice of the word “addictive” may seem out of place when talking about clothing. He is ready with a stream of customer feedback attesting to the apparent indispensability of SCOTTEVEST that only becomes evident after using the clothes.

“I’ve been wearing nothing but our clothes for ten years. I’d like to wear something else for a change, but I can’t, because I’m going to reach for my pocket and I won’t have my device! That’s why we’re designing more products,” he said.

Included in these designs is a full line of women’s clothing, as well as several all-new designs for men. Broadening the product line is one of the keys to perpetuating his company’s success, Jordan said.

“We need three things. First, we need to find good people to work with. That’s something I’m in the process of doing now. Second, we need many more garments. Finally, we’ll need more capital. You can’t build a billion-dollar company on cash flow,” he said. “We never had a round of angel investment; we took a second mortgage on our house.”

This sort of gung-ho attitude permeates SCOTTEVEST. Both Scott and Laura Jordan come from entrepreneurial families, so pushing forward, seizing moments and remaining agile are the hallmarks of the Jordan business philosophy.

“You’re not afraid of taking risks and you’re used to doing everything. You don’t need a defined job description and specific tasks. It’s just from growing up watching your parents do that. You just do what

needs to be done and you don't think anything of it. We're not afraid to take risks because that's what everyone around us has always done," Laura said.

The focus on agility is what motivated SCOTTEVEST's repositioning as a travel clothing company in 2009. Jordan said he prides himself on listening to and incorporating customer feedback when possible. When he was considering the move from being a gadget-focused to a travel-focused company, he polled his Twitter, Facebook and blog followers. Their positive feedback reinforced his confidence. Jordan has made such interactions a keystone of his communications strategy. He also attributes his high ranking on search engines for key search terms to the back-and-forth exchanges with his fans. Such rankings are key to driving traffic to his site, and are bolstered when people blog about and link to Jordan's company website.

"Our customer base is so enthusiastic. That enthusiasm naturally sells more products for us to other people. It has happened so many times. We have influential customers," he said.

Jordan said he sees an uptick in sales every time travel restrictions become a topic of news coverage. This is partly due to his haste in sending press releases out when restrictions tighten, but by and large, he said, people look around for a solution which will zip them through security and get them onto the plane comfortably.

"If you have your stuff in your [SCOTTEVEST jacket] on your person, you wouldn't need to go to the overhead bin," Jordan said.

Jordan said he is confident in the course on which he has set his company. Underlining everything he says about his company – and he says a lot, in print, in video, in audio messages, and in person – is the subtle suggestion that he has hit on the last, greatest new idea about travel clothing.

“I didn’t invent the pocket,” he said. “I just perfected it.”