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Manufacturer Focus

The Jamie Sadock brand, now in more than 2,000 golf shops, is much like the woman herself – unique, colorful, full of energy and never boring

Jamie Sadock (pictured below) might best be described as a modern-day Renaissance woman. She is a contemporary artist who has sold many paintings, and a photographer whose equine images were scheduled to be shown this summer in Woodstock, N.Y., and during the Hamptons Classic horseracing event in Bridgehampton. She got her motorcycle license a few years back and rides a Harley Sportster Deluxe, although her feet barely touch the ground. And two years ago, she started racing Formula One cars and participated in an event earlier this year at Laguna Seca Raceway in Monterey, Calif.

And, oh yeah, she also owns and designs one of the most popular women's lines to ever hit the golf industry.

"I've always felt like it was imperative to fit as much as possible into each day," says Sadock. "I almost felt like I had to fit two days into one, ever since I was in junior high school.

"I guess it's a life philosophy. I'm not afraid to take risks."

Sadock's self-titled brand is

much like the woman herself: unique, colorful, full of energy and never boring. The Jamie Sadock collections, which could be described as casual contemporary sportswear with a twist, have recently been expanded to include comfort footwear, golf gloves, visors and accessories such as purses and travel trolleys. The latest collection is highlighted by



Rex rabbit fur jackets, silk and cashmere sweater jackets, striking summer sweaters and versatile separates.

"I offer people an alternative in

the golf shop; my whole focus is on making them feel special," says Sadock. "I sort of look at it like every shirt is a canvas. It's about the art of it, and what's happened is, when somebody brings in the full collection – or at least a certain percentage of it – their shop becomes a destination for people seeking our product."

It all started in 1994, when Sadock, who had been a designer for Le Coq Sportif and IXPA 2000 by Jamie Sadock, decided to branch out on her own. She had already established quite a following by then, but some critics still doubted whether Sadock's brand of glitz and glamour would jibe with the golf shop customer. One consumer golf magazine even described the line as "clothes that Cher might like," adding, "and I don't know if that's a good thing."

It didn't take long for Sadock to change her critics' minds, however. With her unique styling that includes fur and leather trims and other enhancements, her following of self-prescribed "Jamie Junkies" only increased, and the line is now in somewhere between 2,000 and 2,500 golf shops.

The latest collections feature a range of textures, including engineered patterns on double-

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mercerized cotton lisle to silky performance fabrics such as Cool-Tron – a featherweight climate-control fabric that's wrinkle-free; Max-Fusion, a three-in-one fabric that's anti-odor, anti-bacterial and moisture wicking; and Micro-Elite, which has a buttery hand feel and a non-wrinkle "pack and play" ability for travelers.

Sadock also adds innovative detailing to her garments, including

sunglasses loops on shirts and pockets for cell phones and extra digital camera chips. Many jackets come with zip-off sleeves for greater versatility, and her Bermuda shorts have a signature washable leather strip on the key pocket to prevent the pocket entry from getting dirty.

Asked how much of her own personality goes into each garment, Sadock quips: "Oh, about 150 percent." She then goes on to say: "It may not all be what I would want to wear myself, but it's what I know the customer wants, or what I feel is a consistent taste level from season to season. Whether it's taste level, color sense, harmony, balance – whatever it is about my art that they're attracted to – it's consistent."

And that's probably because Sadock's stamp is on every single one of the 350-plus SKUs in each line. From the buttons, to the button holes, to the hardware, to the fabrics, to the silhouettes, there's nothing that goes into the line without her approval.

This means she often stays up much of the night, e-mailing back and forth with her factories in the Far East from her apartment in lower Manhattan. Yet even Sadock knows that no one can keep such a pace up forever. Recently, she has begun to hire more assistants and,

about a year ago, opened a corporate headquarters on West 18th Street, where the Jamie Sadock accounting and marketing departments are housed and some of the designing is done.

Plus, she's ready to add a men's line to the mix once again. Sadock discontinued this segment a year and a half ago because the women's line had gotten so big with so many line extensions, she really didn't have the time to devote to it. Plus, it was taking so long to show the women's part of the line, she needed to create a separate sales force for men's.

When she recently decided to expand distribution (Sadock has, up to this point, only distributed in the U.S., Canada and the Caribbean), some of the new licensees insisted that men's be part of the offering. Starting in 2007, Jamie Sadock women's and men's will also be available in Japan, China, Germany, South Africa and England, and the men's line, which she says will be "short and sweet," will also be available here.

The women's line – which she already describes as "a monster" – will continue to grow as well.

Sadock premiered performance golf shoes this season, putting fur trim on one model, and she expects to expand purses and go into new areas like sunglasses in the future.

"If a woman likes my taste level and this product, she'll like my taste level for these other products as well," says Sadock.

Mostly, she will continue to ignore the style and color trend forecasters and do her own thing. After all, that's what her incredible base of loyal customers – which she refuses to pigeonhole – have come to expect.

"There are no demographics. It's completely a matter of taste," says Sadock. "It's sophisticated, elegant. It's contemporary, and it doesn't matter what the age is – whether it's 20-something or to infinity." ●

