



## Q&A

### Pistil Designs Achieves Major Milestones in Hood River, OR

As one of Pistil Designs' co-owners, Tood Douglass is responsible for the development of new products. Pistil Designs is headquartered in Hood River, Oregon, where it creates summer, spring and winter wear that range from hats and caps to belts and T-shirts.



Tood Douglass

people and access to outdoor recreational activities.

#### What are some of Pistil Designs' milestones?

The first Outdoor Retailer show that we attended in the winter of 2004 was a major milestone. The company started out by making winter hats and caps for women. From there we saw

#### What inspired the company's creation?

Pistil Designs was founded in 2003 by three people: Peter Hixson, Forrest Jones and I. It was a perfect storm of events that led to its creation. All three founders had worked in the outdoor apparel industry in one form or another and had all crossed paths at a certain point. I had always loved knit designs and product development, Peter had a passion and skill for operations and management, and Forrest was the resident art guru. We all have a passion for outdoor recreation and decided to combine our talents.

increased demand for knits that appealed to both men and women. The unisex line has since exploded and become a big draw for consumers. The latest major milestone was the introduction of a spring and summer line.

#### Why Hood River?

All three founders already lived and recreated in Hood River. Part of the appeal of living and working here is the unique combination of extremely savvy, talented business

#### As you grow, any plans to move?

I have personally learned so much about the business side of this industry just because so many outdoor apparel businesses are in Oregon. In addition, quickly shipping and receiving goods through the Portland airport, which is just an hour away, is extremely important for us. There is this misconception that says if your business is not located in some sort of major metropolis, then you are not going to be as successful. For us that couldn't be further from the truth.