

## 2016 Delegate Profile

---

**Name:** Jesse Guth

**Personal Motto:** “When the going gets tough, the tough get going.”

**Location:** Toronto, Ontario

**Twitter:** [@AvidApparel](#)

**LinkedIn:** <https://www.linkedin.com/in/jesse-guth-48559131>

**My Company**

**Name:** Avid Apparel

**Founded:** 2012

**Website:** [www.avidapparel.ca](http://www.avidapparel.ca)



### Life as an Entrepreneur

**The Trigger: Why did you become an entrepreneur? What prompted you to take that first step? How did you develop the concept for your business?**

I started my first business at nine years old. After planning my own birthday party, hiring a magician, and surprising my parents when the RSVPs began to come in - I postered the neighbourhood with advertisements of my very own party-planning services. By kids, for kids.

Fast forward a decade, and I found myself in a Dalhousie University dorm room, frustrated by the lack of "cool" clothing options being sold at our campus bookstore. Set out to fill the creative void in the collegiate clothing industry, I designed a few hoodies and sold them in the lobby of my dorm. Realizing this wasn't an efficient sales channel, I sought after the contract to make clothing for the entire residence and houses within them. By fourth year, I was producing clothing for every residence on campus, plus many associations, sports teams, and student groups. My biggest competitor was still the bookstore, the same campus bookstore whose dated designs inspired the creation of my company. In a moment of "if you can't beat 'em, join 'em" - I pitched the bookstore a creative line of lifestyle inspired tees, tanks, and hoodies. They took a chance, and never looked back.

Four years later, Avid Apparel has a presence at over forty Canadian college and university campuses. Applying our same values and demands for quality and creativity to the retail world, our private label manufacturing extends to major retailers and brands across the country - including players like The Hudson's Bay Company, Labatt, Quiksilver and Uber.

**Describe your greatest accomplishment/most rewarding moment of your career as an entrepreneur?**

Someone once asked me; "Wait, so you are ACTUALLY making clothing in Canada? From scratch?!"

I have never felt so proud as the moment I was able to confidently boast our ability to turn an idea into a finished garment, all within the borders of our beautiful country. While importing clothing is a familiar reality, one that we still integrate into our business model, nothing is more rewarding than keeping my hands on the process of turning a spindle of yarn into a finished shirt, sweater, or pair of pants. To see that garment become part of a Canadian's wardrobe, defining their style, and integrating into their life. That, to me, is the most rewarding part of what I do.

**Please describe your next challenge or plans for your business or for yourself as an entrepreneur:**

After successfully building Avid Apparel as a Canadian business, our next step is to show the world what Canadian clothing manufacturing has to offer. Starting stateside with American Colleges and Universities, we're going back to our roots and working to shake up the industry with creative designs and a focus on quality.