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Posted: Monday, 23 November 2009 4:46PM

Michigan Web Site Offers U.S.-Made Clothing

In today's troubled economy, one Southeast Michigan based Web site can make you feel a little bit better about the clothing you buy.

Called AllUSAClothing.com, the site aims to provide American union-made clothing. The site offers the tagline "American Clothing for the American Worker," and adds, "We not only want to support the American worker, but also anyone who wants to wear clothing made in the U.S."

The site is run by the husband-and-wife team of Michael and Emma Zerkel. It is a spinout of DMR Advertising, a promotional products company run for more than 20 years by Michael's father.

DMR provided materials for the Detroit Three automakers and the United Auto Workers union, and eventually also got into selling American-made, union-made clothing for the UAW.

The spinout, AllUSAClothing.com, launched in May 2007 and now has nearly 500 items of men's and women's clothing, all made in the United States.

"We saw the changes that were happening in the country with manufacturing, and noticed in the clothing industry all the manufacturers leaving the country," Michael Zerkel said. "We felt we had to get it out there in front of everybody that the American clothing industry still exists."

Neither Zerkel grew up intending to work in the clothing industry. Emma Zerkel got a teaching degree from the University of Michigan and taught at two different schools before deciding to spend more time with her family in 2001 – which meant joining the family business.

Michael Zerkel got his bachelor's degree from Oakland University and his law degree from Michigan State University, then worked as a lawyer for the United Auto Workers and private practice.

"Four years ago my father finally got me," Michael Zerkel said. "And I started to think about ways to take our business in a different direction."

Added Emma Zerkel: "Especially living in Michigan and seeing the auto industry leave Michigan and how it affected us here, we just thought it was our responsibility to make it possible to find American made clothing."

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