

PEOPLE



JASON BLEICK

photographed by *Ryan Jurisich*

Jason Bleick sits in his downtown office overlooking the Los Angeles skyline. He packs up the new samples from his clothing line, Ever, and looks around for someone to ship it for him. "I asked a woman working in the office building who ships the packages, and she told me I had to do it myself," he says with a grin.

Bleick is clearly enjoying the adjustment of having to be responsible for every aspect of his new clothing company. He resigned from his cushy VP of Design position at Quiksilver only six months ago, where he commanded a lucrative salary, oversaw a team of designers, and, generally, sat in meetings all day. "I got to the top, made all the money, but it's not all it's cracked up to be," Bleick says. His desire to maintain full autonomy over all designs and product development of his military- and surf-

inspired clothing spurred him to embark on a solo path. "Starting a new clothing line is a shot in the dark, but the time was right for me to try it," Bleick says about his risky endeavor.

As Ever grows, he will have to hire employees and delegate, but for now, Bleick relishes having the opportunity to personally set the tone and style of the company. "I'm enjoying having to do everything myself. I find that I'm thriving in this environment," Bleick says.

You can find Ever at Fred Segal (323) 651-1800 and Atrium (212) 473-9200.

—*Christopher E. Long*