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LOCAL

#107



Foodie Edition

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Normal
Heights

100

My Style

Plant-Based

For This Normal Heights Shop,
Atmosphere and Adventure
Are Second Nature

Street Dreams

JASON HUGGINS TURNED HIS PASSION INTO A PROFESSION WITH SAN DIEGO STREETWEAR LABEL 5&A DIME

WRITTEN BY: **KERI BRIDGWATER**
PHOTOGRAPHED BY: **BHADRI KUBENDRAN**



"I heard somewhere that when it comes to business, you either have to be the first to do something or the best one doing it," says Huggins, who, together with sister Darcie, opened East Village streetwear store 5&A DIME in the mid-2000s.

Initially selling designer toys, books and apparel as a third part of the equation, Huggins' cool "sis and bro show" dynamic has seen the duo ride out a recession, oversaturated streetwear market and rise of e-commerce throughout their 15 years in business. "When we opened in 2005, it was a case of the right time, right place," he says. "5&A DIME was the only store from here to LA where you could get labels like Crooks & Castles, The Hundreds and Rogue Status. On some release days, we'd make \$5,000-\$6,000 in sales and thought, 'Hey, this is easy!'"

A passion for collaboration and foresight to diversify helped Huggins adapt and navigate the highs and

lows of running a small business, including the addition of Darcie's popular The Goodstuff Cookie Co. in 2014. "There have been some steep learning curves for sure—my biggest regret was waiting so long to make 5&A DIME a brand. We did the store first, branding second; but since 2015, have focused solely on our apparel line."

While Huggins' coordinates production, Darcie and her boyfriend are behind the eye-catching graphics, often working with local creatives and social collectives like The Travelers Club, Tito Boy, Locals Only, Never Made and tattoo artist Sergio Hernandez, aka "Splurgeo."

5&A DIME's classic stack logo is still a top seller, but limited-edition drops and special runs always go fast. Despite the street cred cachet, there are no "too cool for school" vibes at the store. "At the end of the day, 5&A DIME is a family business—my mom, dad, sister and I built this together. We always have and always will make shopping here a personal experience." ■



East Village



Old School

- A Sacramento native, Huggins grew up around the West Coast snowboard, skateboard and BMX scenes. After moving to San Diego in the mid-'90s, he cut his teeth in retail, working at Jim Ruonala's legendary PB skate shop, Pacific Drive.

A Family Affair

- Huggins' mom—a former seamstress and wedding dressmaker—creates one-of-a-kind sweatshirts, bandanas and bow ties for puppies and good boys under offshoot label "Designed by Mom 5&A DIME."



5&A DIME

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