



APPAREL & OUTDOOR 2024



Greater Portland is the world's epicenter for apparel & outdoor. It's in our DNA. Our region leads the way in product design, prototyping, 3D printing, manufacturing, distribution, marketing and talent. Plus, our legendary outdoor recreation options provide a living laboratory for product testing.

Our industry strengths



AN UNMATCHED TALENT POOL

With access to industry veterans and a host of hands-on learning opportunities, our region's apparel and outdoor graduates are the best prepared in the world. Greater Portland offers **six A&O-specific higher education programs**, from certificates to master's degrees.



WORLD-CLASS INDUSTRY ECOSYSTEM

The Portland area has one of the **highest concentrations of A&O talent and expertise in the world**. This concentration comes with a huge, highly skilled workforce and network of suppliers that set the standard for **innovation, engineering, design, material development and commercialization** for the entire industry.



EASY ACCESS TO ASIAN MARKETS

Greater Portland's close ties and proximity to eastern Asian markets make sourcing and manufacturing easy. The region is home to four ports, including deep-water ports in Portland and Vancouver, which handle **30+ million tons of cargo a year**.

REGIONAL INDUSTRY HIGHLIGHTS

21,000

Employees

518

Establishments

No. 1

Oregon is the top producer of **footwear patents**.

No. 1

Oregon is the **No. 1 state for outdoor recreation**. Washington is No. 4.

1st of its kind

The University of Oregon offers a **master's degree in sports product management** taught in Portland.

No. 1

Portland Thorns FC holds the **record for best attendance** in the NWSL.

KEY PORTLAND METRO EMPLOYERS



Employees:

15,522*



2,000*



1,714*

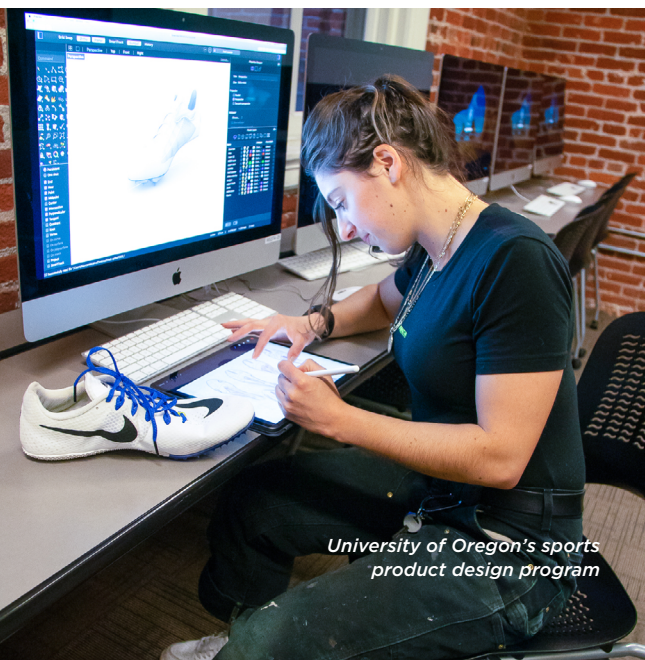


528*



480*

Employment estimates from Jan. 2024
*Denotes headquarters



University of Oregon's sports
product design program

APPAREL & OUTDOOR ECOSYSTEM

Industry Clusters

ACCESSORIES + BAGS

- Belmont Blanket
- Looptworks
- Orox Leather Co.
- Rumpl
- Shwood Eyewear
- Revant Optics
- Tanner Goods
- VERO Watch Company

APPAREL

- Black Yak
- Columbia Sportswear
- Cultural Blends
- Dovetail Workwear
- Lululemon
- Nau
- OROS
- Pendleton Woolen Mills
- Prana

CREATIVE SERVICES

- Foghorn Labs
- Laundry Service
- Outdoor Project
- Roundhouse Agency
- Swift
- Wieden+Kennedy
- Ziba

CYCLING

- Castelli Cycling
- CIVILIAN Bicycle Company
- King Cycle Group
- Nutcase Helmets
- Showers Pass

FOOTWEAR

- adidas
- Allbirds
- Bogs
- Chinook Footwear
- Danner Boots/LaCrosse Footwear
- Dr. Martens
- FILA
- HILOS
- HOKA
- Keen
- Merrell
- Nike
- On
- Sorel
- Under Armour

OUTDOOR GEAR

- Benchmade Knife Company
- Gerber Legendary Blades
- GrowlerWerks
- Kershaw
- Leatherman
- Leupold + Stevens
- Nautilus
- Oregon Tool
- Snow Peak USA
- Yakima



EPICENTER OF FOOTWEAR

“ Being home to the headquarters of Nike and Adidas, as well as Columbia, Keen and others, makes Portland the epicentre of US sneakers. The talent pool is incredible, and many brands have established offices in Portland to tap into the talent pool. ”

—Matt Powell, sports industry analyst,
NPD Group

CONNECT WITH US

 [linkedin.com/company/
greater-portland-inc](https://www.linkedin.com/company/greater-portland-inc)

 [facebook.com/
GreaterPortlandInc](https://www.facebook.com/GreaterPortlandInc)

 [@GreaterPDX](https://twitter.com/GreaterPDX)

 [@GreaterPortlandInc](https://www.instagram.com/GreaterPortlandInc)

greaterportlandinc.com
bizdev@greaterportlandinc.com
503-445-8065