

Will Reno Envy be all the rage?

Scott Dunseath hopes his new clothing line will take off with locals, tourists — maybe even Hollywood

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Scott Dunseath is hoping his catch phrase turns into slogan success.

Just like the phrases that have become synonymous with the Silver State — “We Love This Place,” “What Happens Here Stays Here,” Dunseath is banking on Reno Envy. “Envy” is a play off the state’s abbreviation, NV.

“The phrase has been a running joke with me and my friends for a while, and I realized I probably had something here,” said Dunseath.

He has trademarked the saying, along with Tahoe Envy and Vegas Envy, and has begun to market the phrase on T-shirts and baseball caps. The NV letters in Envy are often bolded out or in a different color.

T-shirts with statements have been all the rage the past two seasons — a trend Dunseath hopes continues.

“It’s a catchy phrase,” said Kerri Garcia, vice president and director of public relations for the Rose/Glenn Group, a Reno marketing firm that developed the city pride campaign “We Love this Place.”

“There is so much to consider when launching a clothing line. What are people wearing now? Do women want V necks or rounded collars?” she said.

Garcia, who thinks Dunseath has a chance at success, said so much depends on the trends of the moment.

“You never can tell when something is going to be a hot item,” she said, citing the revival of the Hush Puppy craze a few years ago.

Dunseath is hoping to saturate the market from both the tourist and local perspective.

“It can play off the pride locals have for the area and mock the area to people from out of town,” said Dunseath, who first tried out the market for his line at the Truckee River Festival in May in downtown Reno.

“People thought it was cool. Locals and tourists were buying it — maybe each for different reasons, but they were interested,” he said.

Dunseath is a 1992 graduate of the University of Nevada, Reno.

He has a degree in international affairs and economics. He is also a sales representative for Vans, a shoe company, and is using some of his retail connections and experience to launch his own business.



Marilyn Newton/Marilyn Newton
Scott Dunseath with some of the shirts his new company produces.

An avid snowboarder, Dunseath is hoping to capitalize on friends in the industry to get some famous snow sport athletes and skateboarders to wear his line.

"It just takes one of them being photographed wearing something that says Reno Envy for people to notice," he said.

He is also hoping he can get placement on the show, "Reno 911," a comedy spoof of the local police department on Comedy Central.

"I am trying to make arrangements to send them products in hopes that I might get some free product placement on their cast of characters," he said.

Dunseath has just finished building his Web site, www.renoenvy.com, and is planning on hitting downtown festivals to help get the word out. He has a booth spot at Harrah's Plaza for Street Vibrations in September.

"Right now I have a big showroom in my front room," said Dunseath. "I really think this thing could take off."

He also said he thinks Las Vegas may want to use the phrase to tie in with its national marketing.

"First though, I want to see how the line does here and really expand to Vegas and Tahoe eventually," Dunseath said.

"After all," he said, "imagine how Vegas could play and have fun with this phrase."

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