



DUSTIN SAKR

B.S. BUSINESS '15

Only 27 years old, Dustin Sakr is already proving himself to be a Renaissance man.

In high school, he and his brothers screen-printed T-shirts in their family backyard and founded Civil Clothing. A quick success, they expanded to include two other brands, Darc Sport and Regime Girls. Today, the company operates from a 7,000 square-foot facility in Torrance, California, and Civil Regime clothing is sold by more than 700 retailers worldwide.

Sakr functions as Sales Manager. He sets the global sales strategy and manages the company's largest accounts, including Nordstrom, Macy's, PacSun, Tillys and rue21.

"My dad is an entrepreneur, so I grew up knowing I could do something like this and seeing the benefits of owning a business," he says.

In addition to selling clothing, the brothers sought to inspire individuals with their brand message, "Celebrate the Difference."

"It's about embracing diversity in all its forms, even the difference between each person's dreams, passions and goals," says Sakr. "Our family is Lebanese and Filipino, and we come from a 'street wear' background that includes diverse activities like skateboarding, surfing, break dancing and graffiti art. The medium of clothing gives us an opportunity to share our diversity as human beings."

Sakr also dedicates significant time to his hobby, body building. He participates in competitions, and his desire to motivate fellow athletes has inspired some of his company's clothing designs.

That's not all. Like a skilled skateboarder adapting to ever-changing terrain, Sakr is taking on something new – the food sector. This summer, he'll open The Grail Churros and Ice Cream in Torrance.

"Everything I put my hand to is something I passionately believe in," he says. "Follow your passion. Never chase the money."

A member of CI's Alumni & Friends Association, Sakr says networking has played a role in his success.

"Talking to students and other alums opened my eyes to pursue my interests that much more," he says. "I've also inspired some of them to start their own businesses, including clothing brands."

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