Girls With Guns: From A Garage to Global Success

In 2010, when Jenifer Adams and Norissa Harman delivered the first order of their “Girls with Guns” clothing line to the Reno branch Scheels, they used old family cardboard boxes – including one with the words “Nana’s Blankets” scrawled across the side – to carry the shirts into this major sporting goods chain.

Today, the Girls with Guns logo is featured prominently on the thousands of shipments of shirts, hats, sweatshirts, bathing suits, and accessories that leave GWG’s Red Bluff, California, warehouse every year. Heading out to customers across the globe from their online store (www.gwgclothing.com) and to retailers like Scheels and Sportman’s Warehouse from Alaska to New York, GWG’s apparel has become a recognizable brand that blends femininity and fashion with the great outdoors.

For best friends Jen and Norissa, who launched their business from Norissa’s garage, the image of transporting their clothing in hand-me-down boxes only reminds them of how far they have come. In November 2008, the now 30-something women started GWG with a simple idea: design outdoor sporting and hunting wear specifically for women, not just men’s wear with a few frills.

Almost five years later, business is booming. They outgrew Norissa’s garage long ago and now have a spacious warehouse and office, and travel to exotic locations like South Africa on hunting expeditions as part of a pilot outdoors show. Their apparel’s popularity is only increasing; even Sarah Palin sports GWG gear and wore one of GWG’s signature hats on her reality television show in 2011, a big boost to the company’s name recognition.

Morrison & Company has been honored to work with Girls with Guns, assisting them with a business plan and advising them on managing their incredible growth. We are thankful to be a part of GWG’s remarkable journey and look forward to their continued success!