



Founder Juan Garcia is an accounting Junior at Texas State.

# Put Out the Vibe

The SM Vibes Clothing Line Hopes To Stand Out From Recent Local T-Shirt Craze By Donating 10% Of Its Profits To The San Marcos River Foundation.

When Garcia first stepped foot on the Texas State campus, he remembers "positive vibes" being sent his way from fellow students.

Now the 20 year old wants to carry this feeling through his new clothing line, aptly named SM Vibes.

"We wanna have a good time with it; hang out, catch some good vibes," he says.

Since launching in August, SM Vibes has sold 30 of its \$20 logo tank tops through its Twitter and Instagram accounts, Garcia says.

SM Vibes' 622 Twitter followers may be able to attest to the company's promotional strategy, that it's more than a brand -- it's a movement.

A movement to clean the San Marcos River that people "rage in" and protect the surrounding environment "while having fun along the way."

The company aims to go with the flow by donating 10% of each sale to the San Marcos River Foundation.

So far, Garcia says, SM Vibes has made \$200.

It may not always be easy for Texas State students to give back to the San Marcos community, he says, attribut-

ing both limited finances and time as reasons why.

But SM Vibes provides students with the opportunity to make a positive contribution to their community and

to do something that matters, Garcia says.

"As we say: when you wear SM Vibes, you wear the river," he says.

Designing the logo was the first step, and with a little help from his friends at San Marcos-based Print This, Garcia was able to turn SM Vibes from an idea into reality.

Garcia's keeping his head

above water and the business afloat through his customer service strategy: offering home delivery of SM Vibes products, stored in his San Marcos home, for city residents.

There are no plans to sell SM Vibes products in stores, he says, but he expects to be at Texas State tailgates, out in the university's Quad next semester and at local events.

More SM Vibes designs are expected to be released soon, with a company announcement to be made in September. Garcia says he can't say anything about it, just that it's something "nobody's ever seen before."

A clean river, perhaps?

*As the brains behind the SM Vibes operation, Garcia took the time off from his summer job at McDonald's to create a business plan.*

