

New Trier alums launch clothing line

Nine friends turn saying into an established company

by Nora Crumley

In 2012 at a track meet, a group of friends started yelling a new phrase that would soon mean more than just a motivational cheer.

The group started yelling “Get it Poppin” at one of their friends (and future business partners) as he sprinted around the final turn. The phrase stuck and “Get it Poppin” became not only a Night League name, but an anthem of motivation.

Alex Greenberg, one of the founding members of Get it Poppin and head of public relations, said about the phrase “it became a phrase that we would yell to motivate each other to do what we love, push harder, and strive for greatness.”

Although the friends graduated in 2015, the phrase and lifestyle of “Get it Poppin” did not fade away, even after the friends stopped racing at NT track meets or playing basketball on Wednesday nights.

Instead “Get it Poppin” lives on as the name of a clothing store the group created.

“The first time we printed clothes with Get it Poppin was for our Night League jerseys and those were a wild success so this summer we took it from there,” Charlie Pearlman, COO of Get it Poppin, said.

This past summer six of the original nine friends took their



Get it Poppin founders, Nick Cornejo and Luke Duros, model windbreakers from their new collection | GIP Universal

clothing designs to the next level. No longer was this a casual T-Shirt sale out of their dorm rooms, as CEO Charlie Goldberg did last year. They talked to lawyers, created an LLC, built a website, and had a pop-up shop in the West Loop.

Goldberg, who currently is a Sophomore at Davidson College and is CEO of the company, described the process.

“We set a few deadlines for when we wanted to release projects, we linked up with a lawyer to form an

LLC, which is just a type of business certification, and with that we started logging things and taking it a little more seriously then selling shirts out of dorm rooms.”

They started the process of creating a company early last summer and by August they had set up a pop-up shop in the West Loop.

“Throughout the whole process, we were always excited about what we were doing but we never had the proof that it would work out. The pop-up shop blew out of the water

all of my expectations,” Pearlman said.

“We sold to so many people in downtown Chicago and found a whole new audience. From meeting us in the street to 15 minutes later when they made the purchase, they had gone from people who had never heard of GIP to big supporters who follow us on Instagram and Facebook.”

Goldberg added, “We had so many people come to the shop we sold out of everything at the end of

the first week. It’s just a really cool learning experience, and it’s cool seeing our ideas come to life, our hard work comes together.”

With their first major success, the group quickly got together to launch a new line in January. The new line expands beyond T-shirts including windbreakers, sweatshirts and hats.

“We went a little more experimental with this line by doing more technical gear such as windbreakers, sweatshirts, and winter hats. Sales have been gone really well,” Greenberg said.

“We are at the point where we are trying to take our current audience and expand that into a newer audience through our social media outreach and word of mouth marketing.”

Goldberg added that sales of the new line was released in January, and the first two releases, the store and the restock, both sold out.

“We’ve been turning a consistent profit and received venture funding.”

Get it Poppin did receive venture funding from Davidson College, where Goldberg attends. Along with the funding, the group uses all their sale profits and reinvests them back into the company to foster growth.

Despite the company’s success, Goldberg shared a positive message about his experience creating Get it Poppin,

“We could stop selling clothes tomorrow but we still learned a lot and built a business this far.”

Choir opera revitalizes Broadway classic

Guys and Dolls goes off without a hitch

by Michelle Yurovsky and Jessi Zook

“Guys and Dolls” showcased the incredible acting, singing and musical abilities of the New Trier performing arts students and felt like nothing short of a professional production.

The musical was based on the story and characters created by Damon Runyon with music and lyrics by Frank Loesser.

The curtain opens to Nathan Detroit (Lucas Kane/Jacob Shaw) who’s desperately searching for a place to host his crapshoot game.

While Detroit eventually finds someone willing to rent out their garage to house the game, he’s unable to pay the \$1,000 needed to secure the space.

To get the needed money, Detroit takes on the ultimate task: outsmarting Sky Masterson (Andrew Phillips/Alvie Smith).

Detroit bets Masterson \$1,000 that Masterson cannot win the affections of Sarah Brown (Lily Piekos/Maliha Sayed) and get her to agree to go to Havana, Cuba with him. Detroit is sure he’ll get his needed money by the end of the next day.

Masterson accepts the challenge, saying that he can easily win the heart of any doll. He’s unaware that Brown is a very religious woman with no intention of falling for a



Juniors Max Resek-TeWinkle, Lucas Kane, and company conducting a business deal in the play | Stuart Rodgers

gambler.

While Detroit is waiting for his “easy” winnings to role in, he’s struggling with his own love life. Engaged to his fiancée Miss Adelaide (Emma Fitzgerald/Georgia Cienkus) for fourteen years, he’s desperately trying to put off their marriage for even longer. Adelaide, on the other hand, is determined to elope with her fiancée, despite his obvious apprehension.

Tensions rise when Adelaide discovers Detroit is still organizing crapshoot games after promising her that he had changed.

As Adelaide is trying to tie the

knot with Detroit and Masterson is busy trying to win the affections of Brown, Brown is struggling with her own problems.

Despite devoting her whole life to Save-A-Soul Mission, she fears her efforts are doing no good and begins questioning herself.

To make matters worse, General Cartwright (Donna Kang/Catherine Dohrer), Brown’s supervisor, stops into town for a visit and demands to see the good work that the Mission is doing. If she isn’t pleased, Cartwright threatens to close down the Mission altogether.

As the musical goes on, all of

the characters’ separate lives and problems converge, despite all of them having seemed to be opposites at the beginning of the show.

Going into “Guys and Dolls”, I was a little nervous.

I was convinced by a friend to attend, and wasn’t sure if I would understand the storyline, seeing as I had never even heard of the musical until a few weeks earlier.

I was pleasantly surprised, to say the least. From the very first scene, I was captivated by the music, costumes and intricate set, all of which made their debut during

“Runyonland.”

During this instrumental number, a whole host of characters moved across the stage, talking, bumping into one another, and really creating the hustle-and-bustle vibe of a real city street.

An added bonus was that I got to see my classmates in a completely different element. I was shocked by the talent that I saw.

Maliha Sayed, who played Brown in the Friday/Sunday cast, continued to shock me with her incredible voice throughout the show.

She hit intensely high notes and made it look like she was doing so with ease. Just watching her sing made me feel as if I was going to lose my own voice.

Furthermore, throughout the entire show, I couldn’t help but appreciate the different sets that were used.

Each one looked like a set taken straight off of a Broadway stage and I could tell how much time and effort it must have taken to make them.

My favorite set, which made many reappearances throughout the show, would have to be the “Broadway” set.

It consisted of brightly colored buildings with realistic signs and lights.

Every detail was thought of to make the whole stage look like a real city street. Just looking at it, I felt transported.

Overall, I have nothing but good things to say about “Guys and Dolls” and am still in awe of the talent that I saw throughout the musical.