

● BUSINESS

Clothier hopes to grow brand and message

Cody Demerais has set up his pop-up shop, I Am Limitless Gear at Gateway Mall, selling clothing with his brand aimed at inspiring others.

PETER LOZINSKI
DAILY HERALD

Cody Demerais wanted to inspire and create something people could be proud of.

That was the thought behind I am Limitless Gear, the clothing brand the Prince Albert resident started in early 2017.

Demerais is from Prince Albert, and — aside from a year spent in Saskatoon for school — has lived the city his whole life.

He started with a T-shirt, and progressed from there, adding hoodies and hats, toques and other apparel.

“It’s just been evolving nonstop,” he said.

Demerais thought hard about his brand name and its design, two gears interlocked, just like the infinity sign.

“I love the concept of going that extra mile, being something somewhat different, just exceeding expectations. A gear is a strong symbol. Shifting gears means making motion happen. Shift gears, be limitless, is the mantra I came up with.”

The idea of creating a brand first came to Demerais through a project in elementary school. The teacher assigned the students to come up with a personal brand using hockey sticks, basketballs or their initials, anything that connected with them.

“I always thought it was a cool concept, having your own brand,” Demerais said.

“Something with your signature on it, something out there.”

Demerais wanted his brand to be inspirational.



PETER LOZINSKI/DAILY HERALD

Cody Demerais poses amongst the clothing racks at his store inside Gateway Mall

“I want to motivate people to step outside their comfort zone, to not follow the same routine, and to do something that makes them uneasy.”

He took the message to heart.

Demerais, who is afraid of heights, wanted to face his fear. He also hadn’t been in an airplane before. So he went skydiving to “overcome those barriers,” he said.

This year, Demerais has set up a pop-up shop to sell his branded clothing at the Gateway Mall. The store is open until Dec. 23. Demerais is looking at this as an opportunity to test the waters and see what the interest is like in his budding company.

“The feedback from people giving

me love and support on Facebook and Instagram has been exceptional,” he said. It’s been climbing nonstop. I’ve been very grateful.”

He doesn’t exactly know where the company will go from here, but he’s working on opening an online store as well and selling at trade fairs.

“I’m not stopping, I can promise you that,” he said.

“I talked in class. I was a trouble-

maker. I was always the one doing something I shouldn’t have been doing. I want this to be something that people are proud of. It’s a local boy trying to make moves in life and be happy. I really want to push this past expectations. A lot of people didn’t think of this brand going too far when it first started. But I’ve grown to 1,100 people on Facebook, 600 on Instagram. Those are decent numbers for just a clothing brand out of a guy’s idea.”

As the community support grows, Demerais wants to pay it forward. He spoke about the importance of buying local. His shop, for example, uses a screen printer in Saskatoon. Demerais has also donated a portion of his proceeds to kids in need.

“I worked for a school at the Margo Fournier for Eagle’s Nest, and we used to have unfortunate hockey pads – like duct tape pads. Last year I made a deal to partner with Source for Sports and donate some of my profits to buying them hockey pads to show the importance of supporting local,” he said.

“A lot of people gave me support in Prince Albert, support given back to the community. That’s the importance of supporting local.”

Demerais shop is open in the Gateway Mall in the former Propaganda storefront. For more information, visit the I am Limitless Gear Facebook or Instagram pages.

● INDIGENOUS AFFAIRS

Federal government set to overhaul child and family services

DAILY HERALD STAFF

The federal government has announced that legislation developed alongside First Nations, Inuit and Métis organizations on Indigenous child and family services will be introduced in early 2019.

Indigenous children represent 52.2 per cent of children in foster care in private homes in Canada.

“The over-representation of First Nations, Inuit and Métis Nation children in the child welfare system is a humanitarian crisis,” the government said in a press release.

“Indigenous children who have been in care face greater risks of adverse health outcomes, violence and incarceration.”

The announcement was the culmination of intensive engagements throughout the year, focusing on identifying ways to reduce the number of Indigenous children in care. More than 65 engagement sessions with

nearly 2,000 participants were held, with national, regional and community organizations and governments representing First Nations, Inuit and the Métis Nation, as well as Treaty Nations, self-governing First Nations, provinces and territories, experts and people with lived experiences, including Elders, youth and women.

The goal of the proposed legislation is to change the rules and systems that are not reflective of Indigenous families’ cultures and identities. It aims to support Indigenous families to raise their children within their homeland and nations and increase efforts to prevent child apprehension where possible.

A pillar of the legislation will be the right to self-determination of Indigenous peoples to freely determine their laws, policies and practices in relation to Indigenous child and family services. It will be inclusive of all Indigenous peoples while respecting a distinctions-based approach.

CITIZEN OF THE YEAR 2018

WHAT’S REQUIRED

A letter or resumé describing the work of the nominee as a volunteer in the community, during the past year or over a lifetime. Letters of support are welcome, but not required.

PLEASE PRINT; INCLUDE OTHER SHEETS AS NECESSARY

NOMINEE

Nominee’s Full Name: _____
Address: _____
Telephone: _____
Present title: _____

NOMINATED BY

Name: _____
Address: _____
Telephone: _____
Home: _____

REASON FOR NOMINATION

How has the nominee demonstrated a community contribution of an outstanding nature or caliber?

How has the nominee served as a role model or advocate:

OTHER INFORMATION

Career or work activity

Club and Organization memberships

Please include, if available, Photocopies not originals of supporting documents such as letters of reference, certificates of recognition, etc.

PLEASE RETURN THIS FORM BY DECEMBER 15, 2018

Citizen of the Year Committee

PRINCE ALBERT
DAILY HERALD

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