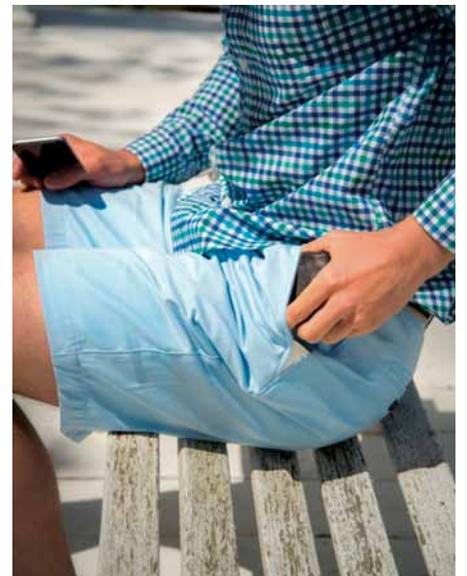




Hidden Harbor Shorts founders (from left) Eli Polovina, Ryan Boundy, Marcus Lewin, Tom Jomantas, and Lucas Kinsey.



An Aboveboard *Win* for Hidden Harbor Shorts

FIVE BARRINGTON HIGH SCHOOL students created the Hidden Harbor shorts clothing company with the help of Barrington High School's Incubator Class and its program, which helps motivated entrepreneurs to identify product ideas, create viable marketing plans, produce their products, and take them to market.

"Our inspiration for our product came when one of our team members discovered the problem of having a difficult time getting his phone out of his pocket while sitting down," Lucas Kinsey said. "So, we designed our own line of shorts that has stretchable pockets, using an elastic hinge, which allows easy access to items in your pocket." The Barrington 220 Educational Foundation funded the venture \$18,000 for 15 percent of the company back in May 2016.

The name Hidden Harbor was chosen to appeal to the 16–29-year-old male clothing market.

"We wanted to have something that was preppy and nautical, since that is the target market we are going for" Kinsey said. "Our target market wears nice, preppy clothing."

The material that the team chose for the shorts is 97 percent cotton and 3 percent Lycra. This allows for a little stretch in the short. The colors chosen were salmon, light blue, and khaki for the first run, and the owners plan to increase color choices with additional manufacturing runs. "We chose these three colors because they are bright and that is what our market wears," Kinsey said. The shorts cost \$50 a pair.

A start-up business by high school students must look at what happens after graduation. "The plan for next year is to keep the company intact," Kinsey said. "All of the five founders are staying in the Midwest for college, and one is staying in Barrington." He added, "Hiddenharborshorts.com is our website where you can buy the shorts."