

FISHY

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Itchy's live debut during the World's Richest Tarpon Tournament on Gasparilla Island in late May. Moulton, manning a booth with friend and fellow Lemon Bay High grad Geoffrey Owens, gave away dozens of koozies to attendees who signed up for email notices and provided their "itchy" reason to fish.

"The reason I liked the most was written by a lady who caught a sailfish and her husband hasn't," he said. "We were dying laughing when she told us."

The inspiration behind the merchandise is the tarpon, and Moulton's memory of catching his first in Boca Grande Pass after moving to the area from Orlando during his sophomore year in high school.

"A good friend from the golf team lived on Boca Grande and introduced me to tarpon fishing," he said. "It was a great experience. I couldn't believe it when the tarpon hit and he yelled, 'Fish on.' From there it was amazing, just for the fight and to see the tarpon jump."

Moulton was hooked.

"Everyone I know who's caught a tarpon can't

wait for the tarpon to return the next spring," he said. "That's how this got started. I was talking to my family — my stepbrother is a captain in Fort Myers — and we were just playing around and came up with Fishy Itchy."

Those two words have spawned a retail website, a new language and an "itchy community" on social media sites. "Fish on" and "boooooowooooop" — the cheers heard whenever a tarpon hits the line in Boca Grande Pass — are printed on those Fishy Itchy koozies.

Moulton shares his creative ideas with a company in Spain and works with Denali Performance, a New York apparel line. The collaboration has produced the popular "Fish Eyes" and "Rum Drum" images Denali Performance polyester shirts.

"What makes Fishy Itchy unique is the quality of material by Denali, the fish designs and names of the shirts," he said. "We have the best fishing shirts out there. They're comfortable, flexible and aerodynamic."

Fishy Itchy sponsored a team of female anglers, who "spread the itchi-ness" by sporting bright pink shirts during the 23rd annual Ladies Day Tarpon Tournament, one

of three featured events of the World's Richest, and again at the June 1 Ladies Howl at the Moon. Fishy Itchy also donated T-shirts and decals for Kids Classic and World's Richest entrants.

The brand's appearance in Boca Grande has created a buzz.

"Everyone who felt the fabric loved it and our designs," said Moulton. "The name helps sell itself. Our sales have been up substantially since the tournament. Right now, the only way to reach us is through the website, Facebook and Twitter. We hope to get placed into stores and add more colors."

After graduating from the University of Central Florida in 2011 with a degree in political science, pre-law, Moulton stayed in Orlando and started Sod Masters, a company that provides sod to homes, commercial and golf courses. He started Fishy Itchy with his savings.

With its tongue-in-cheek sayings and dedication to creating an "Itchy Nation," Fishy Itchy is playful and carefree.

"I'm having fun with this and looking forward to seeing where it goes," said Moulton.

For more information, visit www.fishyitchy.com.