

00:00:02:14 - 00:00:04:23

Hey, I'm Jeff Abrams,
founder and creative director of Rails.

00:00:05:17 - 00:00:08:14

We always focus on versatility,
quality and comfort,

00:00:08:14 - 00:00:12:01

and this idea of blending this effortless
California style with an international

00:00:12:01 - 00:00:13:13

sophistication.

00:00:17:05 - 00:00:19:06

I started the line about 15 years ago.

00:00:19:06 - 00:00:20:00

I'm from Los Angeles,

00:00:20:00 - 00:00:22:06

but I'd been living in Europe,
traveling around on the Eurorail,

00:00:22:06 - 00:00:24:09

seeing all these things
I was feeling inspired by.

00:00:24:11 - 00:00:26:05

Had no idea how to get started.

00:00:26:05 - 00:00:29:11

I had no technical background
in fashion. Came back to the U.S.,

00:00:29:12 - 00:00:32:14

I made a hat and a hoodie,
I started driving around the country,

00:00:32:14 - 00:00:34:20

walking into stores,
trying to get the brand going.

00:00:35:17 - 00:00:38:06

The real turning point came
when I made a fabric in shirting

00:00:38:06 - 00:00:39:14
that at the time nobody had.

00:00:39:14 - 00:00:42:15
It was this super luxe, Tencel-Rayon
blended fabric

00:00:42:15 - 00:00:44:01
that felt almost like cashmere.

00:00:44:01 - 00:00:47:03
And this is really what put us on the map
and really became the core DNA

00:00:47:03 - 00:00:47:17
of the brand.

00:00:50:07 - 00:00:51:12
After 15 years, we're

00:00:51:12 - 00:00:54:18
selling in over 30 countries,
through 1200 retail partners.

00:00:54:18 - 00:00:56:01
We have 10 of our own stores

00:00:56:01 - 00:00:59:20
in Los Angeles, New York, San Francisco,
Paris, Amsterdam and London.

00:01:00:01 - 00:01:02:16
We're continuing to deliver
incredible collections every season.

00:01:03:10 - 00:01:06:13
There's really a craftsmanship
that goes into creating every collection,

00:01:06:16 - 00:01:10:07
whether it's the fabrications, the fits,
the sewing construction,

00:01:10:09 - 00:01:13:01
but making sure that
every product we put out is incredible

00:01:13:01 - 00:01:15:09

and that our customers
are going to love it.

00:01:19:15 - 00:01:20:07

Over the years,

00:01:20:07 - 00:01:22:07

we've introduced dresses, outerwear,

00:01:22:07 - 00:01:26:06

luxé knitwear, and we've now introduced
our own denim collection, which uses

00:01:26:06 - 00:01:28:13

a lot of the same fabric innovation
that we've done in mainline.

00:01:32:19 - 00:01:34:13

We recently introduced the Men's
Collection.

00:01:34:13 - 00:01:38:12

Heritage button downs,
blazers, luxé-knits, all season

00:01:38:12 - 00:01:40:17

trousers, really everything for the man on the move.

00:01:47:20 - 00:01:50:07

I'm most proud of having built this business

00:01:50:07 - 00:01:52:07

with so many of the people who were here
from the beginning.

00:01:52:07 - 00:01:54:08

With over 150 employees.

00:01:54:14 - 00:01:57:22

Still the first, second, third,
fourth employees still work at Rails

00:01:58:00 - 00:02:00:09

through this,
you know, sense of family, and passion

00:02:00:09 - 00:02:03:04

that we've been able to really build
the business from the ground up.

00:02:04:18 - 00:02:08:02

Building a brand takes
time, dedication, and resilience.

00:02:08:03 - 00:02:09:20

There's challenges
you're going to face along the way,

00:02:09:20 - 00:02:11:03

but you have to embrace those.

00:02:11:03 - 00:02:13:05

And really the journey is the destination.

00:02:13:05 - 00:02:14:16

I'm really excited about the future.

00:02:14:16 - 00:02:16:17

We have so many amazing things
that we're working on.

00:02:16:22 - 00:02:19:20

We've accomplished so much in 15 years,
but in a lot of ways

00:02:19:20 - 00:02:20:18

we're just getting started.