About

The Company
TOUGHER was founded to fill the marketplace gap in women’s workwear by proving high-quality, affordable workwear made for women, by women. TOUGHER was founded in 2015 and has been successfully growing and catering to women ever since. The company has received awards throughout Oregon and the country and offers its first product, the Work Gloves, in retail locations like Oregon’s Coastal Farm & Ranch and online through sites like Wylder Goods. This winter, TOUGHER is launching its first Kickstarter campaign for its Groundbreaker Workpants. As TOUGHER grows, it will continue to serve hardworking women all over the country.

The Founder
TOUGHER Founder, Stacey Gose, was never afraid to get her hands dirty. But after years of farming on her family’s heritage farm or managing her property in Oregon, she was sick of struggling to find workwear that fit and was durable enough for her. Taking the problem into her own hands, she left a 10-year career in healthcare to complete her MBA from the University of Oregon and found TOUGHER. Her mission is to create the apparel she always wanted but could never find for professional tradeswomen and do-it-yourselfers who deserve durable, comfortable, and stylish workwear.
Products

Work Gloves
The Work Gloves are TOUGHER’s first product. Made in the USA, these gloves are sized specifically for women using high-grade deerskin leather. The leather, which is sourced from Wisconsin and tanned in New York, gives the gloves a sturdy yet supple feel and are more abrasion-resistant other popular leathers, like cowhide.

Groundbreaker Work Pants
After a successful Kickstarter in December 2017, TOUGHER’s first pair of workpants are releasing in the Spring of 2018. Using consumer research and extensive prototyping, some of the upgrades from what’s on the market today include: athletic fit, custom stretch fabric, breathable material, water-resistant finish, and deepened pockets. The Groundbreaker is made for 3-seasons of use and is limited only by what your body can do.
In the News

Finally! Tough Gear Actually Built for Working Women
By Kelly Bastone, December 15, 2017
There’s a dearth of high-performance, heavy duty work gear out there. Patagonia and glove-maker TOUGHER are trying to change that.

Female Farmer Project: The Podcast
December 11, 2017
TOUGHER was founded in 2015 when founder and former Iowa farm kid, Stacey Gose, reached her peak of frustration over how poorly women are served by the workwear industry. She was simply tired of shopping for menswear and she knew other women were too.

Business Movers
By Rosemarie Stein, December 13, 2017
TOUGHER, a women’s work wear company based in Corvallis, was chosen as the winner of the “In the Running” Pitch Competition at the annual Athletic & Outdoor Industry Celebration. Among the six finalists, all local Oregon or Southwest Washington companies, TOUGHER was hand-picked by the audience as the winner.

5 Crowdfunders to Watch
By Candice Helfand-Raogers, December 12, 2017
TOUGHER is a women’s clothing company based in Oregon and run by its Founder, Stacey Gose. She started up to give female construction workers, ranchers, foresters and other women who work with their hands the sort of high-quality clothing she herself wanted, but couldn’t find.

Women’s Workwear Brand TOUGHER Wins Prosper Portland Pitch Competition
By Clare Duffy, December 11, 2017
Last week, the Corvallis-based startup was chosen by the audience at Prosper Portland’s annual athletic and outdoor industry celebration as the winner of the “In the Running” pitch competition, which was co-sponsored by Oregon Angel Fund.
Here are the PBJ’s 15 Portland Companies to Watch in 2018
By Andy Giegerich, December 5, 2017
Why we’re watching: 2017 has been a year of exposing challenges for women in the workplace, but Corvallis’ Stacey Gose is working to make easier in a few industries where women are the most underrepresented, including farm work, construction, and other trade jobs.

TOUGHER Work Gloves for Women
November 15, 2017
Before founding TOUGHER women’s workwear, Stacey Gose had to make due like every other woman who worked a ranch, construction, forestry, or other hard-working professions. She knew the frustration of altering men’s workwear and gloves to achieve an almost tolerable fit.

Meet the Woman Who is Revolutionizing Workwear for Women
By Memoree Joelle, October 27, 2017
Women who work in trade, farming, and many outdoors jobs have faced a dilemma: finding women’s workwear that both fits and is durable. Frustrated by one-size-fits-all gloves, baggy, work pants and oversized shirts that only had the male form in mind, or the ridiculous looking “women’s” workwear that was often pink and made poorly, Stacey Gose took matters into her own hands...

This Woman-Owned Apparel Line really “Works” for Women
October 16, 2017 2017
Stacey Gose is an Oregon women in agriculture who has a big problem; she could not find workwear that fit a woman but was tough enough to do the job, especially work gloves. So she started her own company, TOUGHER, which designs work gloves that fit a woman’s hands and workwear that fits a woman’s body – and is not pink!
Stacey Gose Founded a Workwear Company for Women
By Elaine Rau, October 12, 2017
In 2014, Stacey Gose left her career in public health and founded TOUGHER, a workwear company for women in the field, backyard, or shop. With several generations of farmers in her family, Stacey was born with soil and grit in her blood but was never able to find a brand that designed rugged apparel specifically made for women. From this frustration, TOUGHER was born...

She Makes Workwear that Works for Women
By Clare Duffy, October 2, 2017
“Stacey’s product fits better than any other product that I’ve ever had,” Faulkner said. “Especially as far as work gloves go, if I can get something that fits my hand, it doesn’t fit in the fingers, because women’s hands are just different than men’s. It just makes having a good comfortable fit not an option. The Tougher gloves fit my fingers, my hands, my palm, and they’re comfortable, it’s kind of a wow factor.”

Women’s Workwear Company Seeks Capital to Expand its Presence in Oregon and Beyond
By Clare Duffy, September 22, 2017
Sage Faulkner, a New Mexico rancher, normally goes through five pairs of work gloves each year. Because she’s had to buy men’s gloves that don’t fit properly, they often get caught on barbed wire and tear easily.

Corvallis Company Focuses on Durable Women’s Work Wear
By Kyle Odegard, May 8, 2017
Stacey Gose was tired with the lack of durable work wear options for women, so she decided to do something about it with her new clothing company, Tougher.

Guest Blog: Building a Brand for Women
November 17, 2016
...It is clear that women in skilled trades are as frustrated as I am with the poor fit and few options in the current workwear options for women. In fact, this is the very reason I founded TOUGHER in 2015!
Awards and Recognitions

Pitch Winner
“In the Running” Pitch Competition – November 13, 2017

Pitch Winner
Pipeline Angels Pitch Competition – November 13, 2017

Breakout Award Winner
Bend Outdoor Worx Venture Out Festival – October 12, 2016

RAINMaker Grant Winner
RAIN, Eugene – June 2016

University of Oregon New Venture Championship
Second Place Winner
University of Oregon – April 7-9, 2016

Concept Stage Winner
Pitch Oregon – March 16, 2016

Willamette Innovator’s Network Shark Tank
Second Place Winner
Willamette Innovator’s Network – March 8, 2016

Fast Pitch Award Winner- University of Louisville
Brown Forman Cardinal Challenge Fast Pitch
Award Winner
University of Louisville – February 12-13, 2016

InnovateHER: 2015 Innovating for Women Business
Challenge Regional Winner
Small Business Administration InnovateHER – March 2015

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