

FOR THE EXCLUSIVE USE OF  
DGALLIGAN@MGBUSINESSLAW.COM

From the Milwaukee Business Journal:

<https://www.bizjournals.com/milwaukee/news/2024/04/17/milworks-clothing-shopping-menswear-portland.html>

[csrc=6398&taid=661fee87dfa1d40001495f01&utm\\_campaign=trueAnthemTrendingContent&utm\\_medium=trueAr](https://www.bizjournals.com/milwaukee/news/2024/04/17/milworks-clothing-shopping-menswear-portland.html?csrc=6398&taid=661fee87dfa1d40001495f01&utm_campaign=trueAnthemTrendingContent&utm_medium=trueAr)



SUBSCRIBER CONTENT:

Commercial Real Estate

## Milwaukee menswear retailer Milworks will open a second store – in downtown Portland



Image: Jonathan Bach / Portland Business Journal

The 11W tower in downtown Portland. Menswear store Milworks, which has one location in Milwaukee, hopes to open a store in the building in June or July.  
JONATHAN BACH / PORTLAND BUSINESS JOURNAL



By Jonathan Bach – Staff Reporter, Portland Business Journal  
Apr 17, 2024



Listen to this article 3 min



Clothing store Milworks is aiming to welcome customers in June or July to its second U.S. store location, which will be in downtown Portland, Oregon.

Milworks does a lot of business online. For a store with only one brick-and-mortar in Milwaukee, it has a significant social media presence, logging nearly 46,000 Instagram followers of its "rugged yet refined men's goods." Menswear publication MR Magazine named Milworks, run by married couple Heather and Tim Ellis and brothers Jesse and Jason Meyer, a merchant of the year in 2023. MR said it represented "the style that made Milwaukee famous."

The first store open in Milwaukee's 3rd Ward neighborhood, and Jason Meyer [told the Milwaukee Business Journal](#) the name was meant to evoke Milwaukee's blue-collar heritage.



Milworks opened its first store at 143 N. Broadway just off Catalano Square in Milwaukee's 3rd Ward.

DAVID SCHUYLER

Tim Ellis was born and raised in Portland but moved away to New York and Los Angeles. The team had considered opening a store here, and after Tim and Heather moved to Portland, the couple walked past the space in the 11W tower in Portland's West End and fell in love with it.

"We said, 'This is the perfect spot for a store,'" Tim said.

Their business partners came to Portland to look over 1140 S.W. Washington St., and Milworks landed its second store. Now, green-and-white signs from brokerage Commercial Realty Advisors Northwest in the windows exclaim, "Leased!"

The deal will put Milworks next to a Stumptown Coffee Roasters that opens April 20. Matthew Goodman, vice president of 11W owner Downtown Development Group, described the 1,750 square feet Milworks will occupy along Southwest 11th Avenue as "high drama space," measuring 27 feet from floor-to-ceiling. Not only are the high ceilings "super dramatic," Tim Ellis said, but the fact that it's a corner store with "huge windows" should help draw in passing pedestrians.

"In the retail world, a corner space is golden," Jason Meyer said.

What's more, proximity to the Ritz-Carlton hotel that opened a few blocks away last year is a business boon. In Milwaukee, Milworks sells to a lot of hotel guests, including business travelers in town for conferences or sales meetings, Meyer said. "You don't really get that in the 'burbs as much."

"Plus, at the end of the day, we're just a little bit more of a downtown-type store," Meyer said.

Tim Ellis recalled hanging out downtown in the '80s. He remembered Marios, another clothier, operating out of the Galleria building, before it moved to Fox Tower. "We all thought it was the coolest store ever, not even knowing much about that stuff," he said. "Downtown Portland has always carried a bit of a cachet."

Another nice thing about Milworks' new location: The Ellises live nearby in the Pearl District. It's about a five minute walk.

Heather Ellis said, "We're just a stone's throw, really, if you've got a good arm."

