

Perth County
Cultivating Opportunity



MUNICIPALITY OF

North Perth



#PeopleofPerthCounty: Homegrown Journeys

Building More Than A Brand

Originally from the GTA, Jamie moved to Listowel with her family over 13 years ago - and today, she's building a life and a business of her own in the place she proudly calls home.

Jamie is the founder of Jimwear Apparel, a growing fitness apparel brand that she has poured her heart into. "I moved to Listowel over 13 years ago, and from the very beginning it felt like home," Jamie says. "When it came time to start my business, choosing to do it here was an easy decision. The support I've received from this community has been incredible, and I'm truly grateful for it."

What started as a personal dream has evolved into a business rooted in purpose and community.

Now the proud owner of her own home in North Perth, Jamie is continuing to grow Jimwear with the same dedication that started it all. "Living and running a business in a small town is so rewarding. The sense of community, the support from local customers, and the genuine connections you build really make all the difference."

Founder, Jimwear Apparel
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