

Student Store by Grace Hastert

Senior, Blythe Bolar grabbed a pre-made blue tie-dye sweatshirt from out of the cabinet in room 500A. Bolar placed the sweatshirt on the giant heat press and pressed the vinyl on the sweatshirt for 90 seconds. Then, she took the Lancer “Lips” sweatshirt down to the cafeteria and placed it on the front line of the student store.

Every Tuesday and Thursday at 7:40 am, 25 seniors and Mercedes Rasmussen met in a WebEx call to brainstorm new designs for this year’s new clothing line.

Meet the Student store!

“[The store is] A student-run spirit wear store for the school,” Senior, Libby Hise said. “That’s a basic summary.”

Before this year, the student store was predominantly based on selling their products in the school cafeteria, this year looks a little, no a lot, different.

Hise created a new and improved student store website to help during the schools’ remote period. Hise learned how to make websites in the digital design class at East. The Wix.com student store website is constantly being updated with new products.

“We had a website going into this year, and it was very poorly designed,” Hise said. “And it didn’t give much idea of what the student store is or what they’re selling, or how to sell it.”

Unlike last year, the website has a unique function to place a custom order. “There’s the custom design page,” Hise said. “So they can upload a logo they want from us, or an idea they have for us to make.”

Seniors, Blythe Bolar and Brooke Blair are on the design and production team for the student store.

“We have the stores split into seven or eight different sections,” Blair said. “I’m on the design and production team. I’m in charge of making it and like coming up with the ideas for the products and then actually making them.”

The design and production team is in charge of designing the vinyl needed for each clothing item, and then ultimately producing the end product.

“A lot of people choose student store because it’s supposed to be more fun and easy,” Bolar said. “But [The Student store] was definitely a bit of a time commitment the first few weeks.”

All of the different teams in the student store worked together to create a functioning and thriving business.

Even though their website has made almost 30 sales in the first quarter, the student store has had some difficulties this year.

With starting completely remote, the team struggled with brainstorming and not being able to meet together.

“You kind of have limited time to plan different designs and discuss.” Hise said, “It’s more self-driven.”

The student-led store experienced successful sales during the first quarter, with almost 30 pieces sold. They have gained even more of a following by posting photoshoots through their Instagram, featuring their famous Lancer “Lips” hoodie.