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## “KEEP LEARNING, KEEP TRYING” JAKE MILLER

... ARTIST ...ENTREPRENEUR  
... HONOR STUDENT  
... MICHIGAN CITY SUCCESS STORY

A “happy accident” turned this artistic Michigan City High School junior into a successful entrepreneur.

**SHOE MAN:** Two years ago, Jake Miller damaged a pair of his sneakers, and painted over the flaw to hide it. A friend later asked if he could cover some permanent marker on a pair of his Air Jordans. Jake completely transformed the shoes, painting the white upper red, replacing the laces, and restoring the soles. “I posted a picture of the finished product on Facebook, and things took off. People began asking me to customize their shoes. I didn’t mean to start a business; I was just trying to help a friend.”



**ART & SOLE:** Jake perfected his techniques by following other shoe customizers on YouTube and Instagram, learning about proper paints, supplies, and price points. He’s now customized more than 100 pairs of shoes. “I’ve had requests from people all over the country, but I’m not ready for that kind of volume yet. Right now I’m focused on school.”

**COOL AT SCHOOL:** Jake is in the MCHS Early College program, National Honor Society, Japanese Club and Ping Pong Club. He plans to major in business and art in college, and later open a custom shoe business. “If I didn’t go to City, I don’t think I’d have started my own business. There are so many people with different interests here. I’ve found a group of friends who share my enthusiasm for shoes.”

**SECRET TO SUCCESS:** “When I started, I didn’t know anything about customizing or restoring shoes. You have to keep learning, keep trying and keep improving.”

### Did you know?

For more information on Jake and his business, follow MC Customs on Facebook. He currently only accepts local orders.

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