



**a)** Actor Mark Wahlberg is one of the founders of the MUNICIPAL clothing line. **b)** Alison Woliver, director of brand design, holds a picture of Chris Velardo, vice president of brand design, that inspired this painting at the company's Carlsbad offices. **c)** A team member reviews hat designs. **d)** The brand calls its apparel "Sport Utility Gear" (photos courtesy of MUNICIPAL).

## Versatile Action Wear from an Action Hero

Written by Matthew Gose

Carlsbad is defined by both rose gold sunsets and a fiery, entrepreneurial spirit. One of the latest ventures to spawn from those creative flames is MUNICIPAL, an apparel brand fronted by action star Mark Wahlberg.

For decades, Wahlberg and his business partner Stephen Levinson have pursued ventures in entertainment and various other fields. This particular endeavor began to take shape when Wahlberg met Harry Arnett, former executive vice president of Callaway Golf and now MUNICIPAL's CEO.

Unlike so many celebrity-backed businesses, MUNICIPAL's hands-on founders have been fully engaged from the brand's inception. Gaps in the increasingly technical, niche-specific athletic wear market inspired this team of active, on-the-go men to develop "Sport Utility Gear"—versatile, comfortable athleisure wear that performs both in and outside of the gym.

"[Mark and Stephen] really love the creative process of taking something that never existed and turning it into something that does exist, and can diverge or disrupt," says Arnett.

More than a mere apparel company, MUNICIPAL emphasizes self-belief, creativity, positivity, hustle and character—culminating in the

Arnett-coined ideology of "unstoppableness."

The Carlsbad community, in particular, served as a formative influence for this emerging company. "Our access to design talent and marketing talent is second to none here," Arnett says. "There was some serendipity to the fact that we were already here to set up shop."

The brand put its principles to the test almost immediately when it launched in the middle of the pandemic. "We got to live our values... to see how unstoppable we really are and how much self-belief we really have," Arnett says.

As a result of those lessons learned during its first year, MUNICIPAL makes connection one of its core values.

"Our long-term plan is to be more of an active user brand that is directly engaged with people to help them pursue their full potential as human beings," Arnett says.

### MUNICIPAL

hello@municipal.com • municipal.com

Instagram: @municipal • Twitter: municipal.com