



Advertise on Patch >>

**News Alert** Palatine Schools Back In-Session Wednesday Read More >>

Feature | Good News

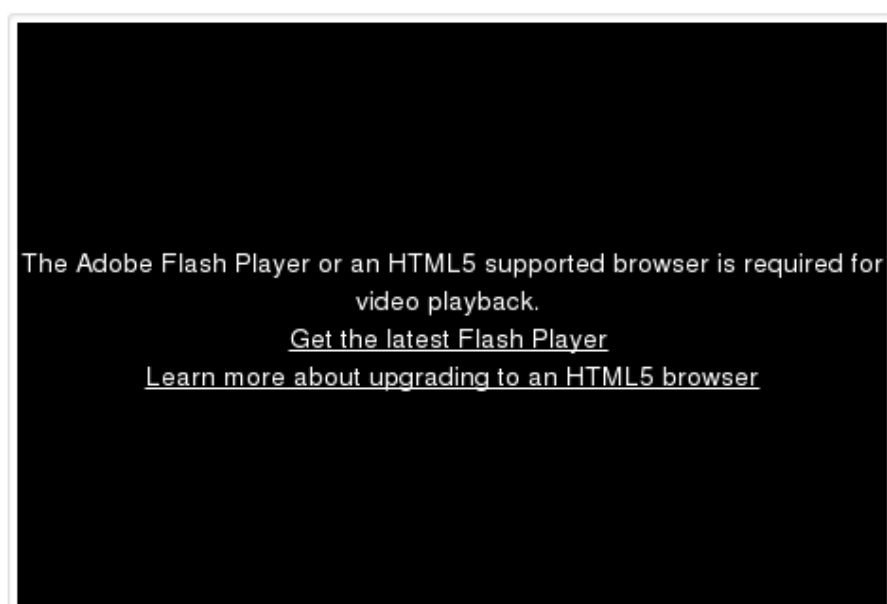
## Local Veteran Turns Military Passion into Fashion

Former Army Drill Sgt. Dan Alarik translated his pride and patriotism into a successful military street apparel company, Grunt Style LLC.

Posted by [Angela Sykora](#) (Editor) , November 10, 2013 at 12:00 PM

Comment

More ▾



If you're military or a military supporter, you'll want to check out veteran-owned Grunt Style, an apparel company started by former Army Infantry Drill Sgt. Dan Alarik, who grew his business while studying at Harper College in Palatine.

To say Grunt Style is a success is an understatement. It is the largest military street apparel brand in the country, designing and selling a variety of patriot-inspired clothing and gear.

Alarik, who is originally from Barrington and lives in Hoffman Estates, said he attributes his company's success to his "great crew," 70 percent of whom are veterans.

"They all pour their hearts into it."

The concept for Grunt Style was conceived in the summer of 2009, while Alarik, who served two tours of duty in the Balkans, was training recruits on a rifle range at Ft. Benning, Ga.

"I thought, I love our country and our military – everything we've done and what we stand for as a nation and in uniform – but outside of the uniform, how can I share this culture?"

### Learning the business

Alarik, who attended Harper College on and off since high school and played on its football team, returned to school in 2010 to learn more about business and how to grow his company.

At Harper, Alarik met business adjunct faculty member John Golde, who has taught and mentored students for 40 years, in an Introduction to Business course.

"Dan stands up and says, 'Could you help me?'" said Golde. "He had such enthusiasm and belief. The minute I heard apparel, I thought, we've got something here."

With Golde's mentoring and Alarik's use of social networking, Grunt Style began to take off. Golde, who has never accepted payment for his work with the company, continues to serve as an advisor.

"Mentoring is a lost art," said Golde. "I get satisfaction watching Dan's business grow."

And grow it has.

### Veteran owned and operated

Today, the company operates from an office in Schaumburg and has 34 employees, the majority of whom are veterans. In fact, many currently serve in the Army National Guard and Army National Reserve.

The company's four graphic designers, who are veterans, translate the lifestyle into military-themed apparel and merchandise such as patches, posters and titanium dog tags.

"We market (to customers) all over the country. Troops overseas order all the time," said Alarik.

Customers can order merchandise online and even make custom requests. Grunt Style also offers a "Beer Guarantee," meaning if your shirt ever gets damaged, the company will replace it for free.

Check out Grunt Style online at [www.gruntstyle.com](http://www.gruntstyle.com).

Comment

More ▾

### From the Web

Sponsored Content by Taboola



The 19 Must Have Stocks in 2014 Newsmax



Homeowners Get a Bailout This Year Lifestyle Journal



VOTE: Will Seahawks Stop Peyton Manning At Superbowl XLVIII? Hubub

### More from Patch

- Palatine Police Blotter: Restaurant Burglarized, Mail B...
- UPDATED: Woman Killed After Pick-Up Truck Goes Off Overpa...
- Five to 10 Inches of Snow Possible, Sub-Zero Temperatu...
- Snowfall Totals for Chicago Suburbs

### More from the Web

- Economist: Prepare for Massive Wealth Destruction ... (Newsmax)
- Billionaire Tells Americans to Prepare For "Fina... (Moneynews)
- Modernize your network with 10 Gigabit Ethernet (Dell)
- Vote: Would Legalizing Marijuana Cause More Harm Than... (Hubub)

Promoted Content by Taboola

### Comments

+ Leave a Comment

Leave a comment

Post comment

### Boards

More >>

Got a question? Something on your mind? Talk to your community, directly.

Post

### Business Updates

Palatine Attorney Authors New Book on...

### Town Square

GreenFields of Geneva Celebrates...

### Business Updates

The Tutoring Center of Long Grove is Now...

### Town Square

Rover Rescue Dog of the Week

### Town Square

Coldopolis! Orbit is open Monday and

### Speak Out

D-211 School Board

1 1

### Business Updates

Free Food & Events @ Chick-fil-A of Mount...

### Town Square

Free Food & Events @ Chick-fil-A of Mount...

### Town Square

Chicago Dance Marathon 2014

### Town Square

FREE HOUR OF JUMP TIME

### Business Updates

Valentine's Day Specials

### Town Square

Mens adult league Baseball

### Town Square

Lee Kingdon has posted a video

1

### Town Square

Dog Adoption Event Saturday 11am-3pm -...

### Town Square

HOW TO PREVENT FAMILY CAREGIVER BURNOUT

### Buy | Sell | Trade

BLUEFISH SPORT – Fitness Clothes,

### Town Square

April 5, Mark your calendar for the AHF

### Business Updates

Seeking Highly Motivated Individual

### Town Square

Rover Rescue Dog of the Week

### Town Square

THE HOPE INSTITUTE FOR CHILDREN AND

1

### Town Square

Hair Cuttery Salons In Palatine Area to...

1

### Town Square

No School Skate Tuesday, Jan 21st at

### Town Square

MLK Open Roller Skating 1pm-9pm

### Speak Out

Supporting Kinch Village Florist in quest...

3

### Town Square

Property Tax Exemption forms for Senior...

2

### Town Square

Free College Admissions Advice

### Town Square

Garden Resolutions for the New Year

### Town Square

New Hope Church Service

### Town Square

Regional Directors

### Town Square

Brianwood Healthcare at GreenFields of...

[More Boards >>](#)



Find your Patch · Start a Blog

### Palatine Patch Editor

Angela Sykora  
angela.sykora@patch.com



What do you think of the New Patch?

Let us know.

### Connect with Patch

- Get the newsletter
- Follow us on Twitter
- Like us on Facebook

### Post Something

- Post on the Boards
- Post an Event
- Write a Review
- Start a Blog

### Your Account

- Sign In
- Join Patch
- Why Join?

### Help

- Solve a problem
- Tips & Help
- Contact us

### Patch Info

- About us
- Jobs
- Terms of Use
- About our Ads
- Privacy Policy
- Patch Blog

### Partner with Us

- Partner with Us
- Claim your listing
- Advertise your business
- PatchU
- Volunteer