



Legislation Details (With Text)

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Title: WHEREAS, John Geiger is a Pittsburgh-born designer and entrepreneur who grew up in the city and attended Sto-Rox High School, where he helped lead the Vikings to a Pennsylvania State Basketball Championship, before continuing his education at Point Park University where he earned a degree in Criminal Justice; and

Sponsors: R. Daniel Lavelle, All Members

Indexes: PROCLAMATION - MR. LAVELLE

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WHEREAS, John Geiger is a Pittsburgh-born designer and entrepreneur who grew up in the city and attended Sto-Rox High School, where he helped lead the Vikings to a Pennsylvania State Basketball Championship, before continuing his education at Point Park University where he earned a degree in Criminal Justice; and

WHEREAS, Pittsburgh helped shape Geiger's work ethic and identity, instilling in him the competitiveness, creativity, and determination that would later define his entrepreneurial journey; and

WHEREAS, in 2017, John Geiger founded his eponymous footwear brand, building it from the ground up without outside investment or traditional industry connections, developing a brand known for combining luxury design, comfort, and everyday wearability; and

WHEREAS, Geiger has remained closely connected to his hometown, collaborating with Pittsburgh's own professional sports franchises including the Pittsburgh Penguins and the Pittsburgh Pirates, incorporating the city's teams, culture, and identity into his work; and

WHEREAS, through his success, Geiger has helped establish Pittsburgh as a legitimate presence in the global fashion and design industry, demonstrating that internationally recognized creative brands can be built in Pittsburgh and inspiring the next generation of local creatives and entrepreneurs; and

WHEREAS, Geiger's design leadership has resulted in collaborations across industries including projects with the U.S. Army, GMC, Patrón, Martell, EA Sports, EDITION Hotels, AXE, and Lids, as well as partnerships across the NBA, NFL, MLB, and WWE; and

WHEREAS, his work has been recognized nationally, including being named Independent Designer of the Year twice by Nice Kicks, highlighting his influence in the footwear and fashion industries; and

NOW, THEREFORE BE IT RESOLVED, that the Council of the City of Pittsburgh does hereby recognize and commend John Geiger for his entrepreneurial achievements, his contributions to fashion and design, and for proudly representing the City of Pittsburgh on the global stage; and

BE IT FURTHER RESOLVED, that the Council of the City of Pittsburgh does hereby declare **Wednesday, April 22nd, 2026**, to be “**John Geiger Day**” in the City of Pittsburgh.