

Anderson creating line of snowsports clothing

By Nicole Dreon, ESPN Action Sports

Renewing her contract with Billabong earlier this month to include a signature streetwear line, Jamie Anderson, 20, now joins a select group of women who have created a market for signature snowlines with big brand companies. "I always felt that Billabong made really cute clothes," says Anderson, "but now I am more involved. I am not just wearing some jacket they give me, I am designing something that fits my style."

For Anderson, who will release her streetwear collection in 2012 and her expanded outerwear collection this fall, one of the best creative freedoms Billabong has given her is choosing her own materials. "It is important to me that we use as many eco-friendly materials as possible, like organic cottons."

There are also the financial perks that come with having your own clothing line versus a standard sponsorship. "If you are designing good products and your product sells," says Anderson, "then you get a percentage of those sales."

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