

Iconic Ornaments

Jackson and Sawyer Collins



Laguna Beach Trolley



A pair of Laguna Beach brothers and students at St. Margaret's in San Juan Capistrano have teamed up to market Christmas ornaments resembling Main Beach Lifeguard Tower and the Laguna Beach Trolley this holiday season.

Jackson Collins, 16, and Sawyer Collins, 13, initially ordered 500 in 2021 of the four-inch-tall ornaments of the iconic

white sentinel. So far, they've sold nearly 2,000 units. They added the Laguna Beach Trolley for this holiday season.

A draftsman helped the brothers measure the initial historic lifeguard tower before they worked with a factory to design and build a prototype ornament. They donate \$1 from the \$29.95 sale of each ornament to the Pacific Marine Mammal Center.

Growing up in Laguna Beach, Jackson and Sawyer have visited the PMMC on school field trips, helped raise money for the nonprofit, and attended releases of seals and sea lions. The nonprofit is in the middle of a major fundraising campaign



Iconic Lifeguard Station

to commemorate its 50th anniversary. Jackson and Sawyer's desire to want to incorporate a way of giving back into their business model is both impressive and refreshing.

Bushard's Pharmacy, Roger's Gardens, Good Together House, Haven, and Twig were among the retailers who purchased ornaments for their customers. The ornaments can also be ordered at www.IconicOrnaments.com. These ornaments are a great addition to any Christmas Tree, Gift or Holiday arrangement.