



FEATURE LOCAL BUSINESSES SPOTLIGHT

## Teens Transform Orange County Landmarks into Iconic Ornaments

December 24, 2023

1 Comment

Meet Jackson and Sawyer, the youthful minds behind Iconic Ornaments, a novel business endeavor that brings the essence of Laguna Beach and Newport Beach into homes through beautifully crafted ornaments. Starting their journey at 15 and 12 respectively, the brothers (now 17 and 14) have turned their love for their hometown into not only an inspiring creative enterprise but also a legacy of community giving, with a part of their proceeds supporting the Pacific Marine Mammal Center.

In this exclusive interview for Life Is Good OC, both boys share their journey, challenges, and the heartfelt mission behind [Iconic Ornaments](#), providing insights into their innovative venture and how they balance it with their teenage lives.



Teen brothers from Laguna Beach, Jackson and Sawyer, created Iconic Ornaments, a business turning well known OC landmarks into stunning glass ornaments

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### What inspired you to start Iconic Ornaments, and why focus on Laguna Beach and Newport Beach landmarks?

We were inspired to create something people could cherish and always something to remember places they visit. Our parents have always encouraged entrepreneurship, so they were very proud and glad we had this idea. We focused on Newport and Laguna Beach because that is where Sawyer and I grew up, and we love both cities and feel that they have great iconic landmarks. We will also be expanding possibly in the future.

### Can you share the story behind your first ornament design?

We have a Leaning Tower of Pisa ornament that we love seeing every year and love how it looks. We realized that there was no good glass ornament of something that represents Laguna Beach, so we made one! We are glad it was received so well, so we decided to make more.

### How do you choose which landmarks or symbols to turn into ornaments?

We look for landmarks and symbols that represent the city they are in and are beloved by the citizens of that city. We love getting recommendations and suggestions from people and always are thinking about possible ornaments.

### What challenges have you faced in designing and producing these ornaments?

Making sure we love all of our ornaments and being proud to sell our product was our most important requirement. We ensure that all of our ornaments are the best they can be so making sure of that is quite difficult. The time commitment and work required is also a lot but its well worth it for us.

### How do you feel your ornaments contribute to the community spirit of Laguna Beach?

We feel that our ornaments help embody the spirit of Laguna Beach as well as Newport Beach. The feedback we have received about our ornaments has been nothing short of amazing and we love hearing how our ornaments help people connect more to Laguna.

## What has been the most rewarding part of this journey for you?

Being able to donate to the Pacific Marine Mammal Center as well as make people happy with our ornaments is the best part of our business. Talking to people who have bought our ornaments and gifted them is truly amazing because it helps us realize people like our ornaments enough to give them as gifts.

## How do you balance your business responsibilities with your schoolwork and teenage life?

Keeping organized is super important because we have so much going on. Without constant time management, it can get super out of control with the business, school, sports and social life. With proper time management we manage to stay not too stressed.

## Are there any new designs or projects you are currently working on?

There are a few new designs we are working on but we cannot reveal them quite yet. We can say however that these ones are some of our favorites, and we are super excited for next season! Our new ornaments usually release in the Fall, so everyone be sure to check it out then! We always appreciate suggestions as well, so our email is always open!

## How does it feel to give back to the community through your donations to the Pacific Marine Mammal Center?

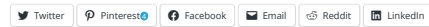
It feels absolutely amazing! We have been involved with the [Pacific Marine Mammal Center](#) since Kindergarten and are super glad that they are able to do the work they do. It was a clear choice for who we wanted to donate to, and we constantly share what great work they do. We were honored to receive the Junior Philanthropist of the Year award from them in 2022!

## What advice would you give to other young entrepreneurs who want to start a business?

If you are confident in your idea, then just start doing it. If it seems impossible, I promise it is not. You just have to do some research and do it. Be confident and make sure you are proud of your work.

To learn more about Iconic Ornaments or make a purchase, visit [www.iconicornaments.com](http://www.iconicornaments.com).

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Great job boys!

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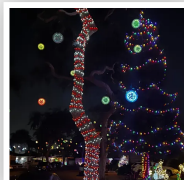
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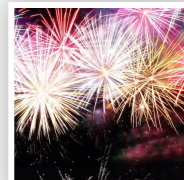
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