



MEDIA RELEASE

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Mayor Jacobs' Small Business Series Features Marc Nelson Denim

KNOXVILLE, Tenn.— Knox County Mayor Glenn Jacobs interviewed Marcus Hall, founder of Marc Nelson Denim, a local craft denim manufacturer that produces limited edition clothes that are “uniquely its own,” as part of his small business series.

The small but popular business notes that each pair of jeans achieves “modern-day rarities of ideal fit and (are) handmade craft.” The company creates no more than 214 of each specific style “to ensure customers receive a truly exclusive product.”

During the series, the Mayor has conducted interviews with small business owners and operators, providing them the opportunity to talk about how the COVID-19 pandemic has impacted their families and employees and share any plans they have for the future. A new vignette runs each week on the county and Mayor’s various social media platforms.

In this week’s interview, the Mayor and Hall touched on a variety of topics, including the business’ evolution; how the company got its name (it’s an homage to Nelson’s great-grandfather); the pandemic; and Nelson’s past legal issues (he served 14 months connected to a gambling operation).

“Luckily I had an employee who worked for me who kept the business open for almost a year,” Hall said. “I got home and had to rethink it. I’m so thankful for the community of Knoxville because I didn’t know what to expect. But they came and supported me and over the course of two or three months bought that inventory and allowed me to stay in business and to keep moving forward. So, I’m very fortunate and thankful.”

When the pandemic hit, Hall’s company began making masks, something that led to one of his most successful years.

“I think that’s the sign of a great entrepreneur – someone who can look at the market and see things happening and make adjustments,” Mayor Jacobs said.

The Mayor and Hall also talked about their work with local non-profits.

To hear more of what was said, check out the [video](#).

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