

JASON ESTREMERAS ▶ 33



STARTED FROM Parma
Crystal Lake, Illinois
Chicago
Ohio City
HERE I AM Lakewood

Estremera reluctantly returned to Northeast Ohio six years ago after living away for more than two decades. "I thought it was going to be a honky-tonk town," he says. Instead, he's become the director of business services for the Hispanic Business Center and opened Trunk, a men's clothing store in Detroit Shoreway.

HOMEWARD BOUND: While working for JPMorgan Chase & Co. in Chicago, Estremera was offered the choice of moving to Salt Lake City, Miami or Cleveland. "I thought that, as I get older, I would regret not seeing my sister get married and seeing her kids take their first steps."

PLAY GROUND: A Cleveland Public Theatre board member and performer with Teatro Publico de Cleveland, Estremera appreciates Cleveland's artistic spirit and freedom. "You see people trying completely new and out-of-the-box approaches to art," he says. "We have so many art-serving organizations that support diversity, experimentation and, most importantly, accessibility to the arts."

FAVORITE LAKEWOOD HANGOUT: Despite all the inner-ring suburb's entertainment options, Estremera prefers his front porch where he can watch people of all colors and orientations walk past. "When you plug into social media, all you see is hate and separation, but where I live, you don't see that."

DREAM DENIED: Growing up, Estremera spent hours in his basement working on his dance

moves hoping to become a backup dancer for Janet Jackson. "Imagine telling that to your dad," he laughs.

DREAM FULFILLED: With an obsession for Vans and a penchant for bolo ties and lapel pins, Estremera felt a constant pull to create the kind of store where he'd like to shop. The result? Trunk, a new-and-used men's clothing and accessories store located in Detroit Shoreway. "It was an itch that I needed to scratch."

NEXT UP: He would love to learn Spanish. "My father speaks it fluently, and my grandmother reminds me constantly that she can't believe I don't," he says. "I don't cook. I'm not a good dancer. I don't speak Spanish. Where in the blood-line did it cut off?"

DIGGING IN: His happiest times are in his backyard gardening — with his dog and without his phone. "There's a spiritual moment that happens when you're connecting with the earth."

CLEVELAND IN ONE WORD: "Opportunity."

KAYLAH DOOLAN ▶ 25

STARTED FROM New Lyme, Ohio
Geneva
Lakewood
HERE I AM Detroit
Shoreway

A full-time blogger with more than 11,400 followers at *The Dainty Squid*, Doolan draws inspiration from the abandoned buildings she finds while biking around town. The ice cream-loving, tattoo-covered, middle-of-nowhere hometown girl channels that creativity into her photography and posts on subjects ranging from cemeteries and Polaroid pictures to fashion, hair and beauty.

HOW IT STARTED: She began sewing fabric monsters and patterned, zipper pouches in high school. "I wanted to make things," says Doolan, who established her own Etsy shop and promoted it with *The Dainty Squid* (which gets its name from her dainty cat, Squid). But after a few years, she realized: "I don't like sewing anymore, but I really like blogging."

ON BEING A MILLENNIAL: "We aren't thinking, *Oh yes, we should get married and buy a house and settle down*," says Doolan, who rents half a duplex in the Detroit Shoreway neighborhood. "I read the new American dream is to travel, and that totally sums up everybody I know."

DREAM TRIP: Two years ago Doolan and her boyfriend flew to Denver, rented a car and made a 2,300-mile loop around the desert. "The plane ticket was \$100, and we just slept in the car."

HOT DOG: How far does that adventurous spirit go? On her first trip to Happy Dog, she played it safe. "I was a really picky eater," Doolan says. "I asked for just a hot dog and mustard." More recently, her go-to dog is slathered in nacho cheese, sport peppers and chili. "Oh, it's good."

BLOGGING FOR A LIVING: What once felt like a career move that didn't meet "real job" criteria now draws advertising from companies such as Etsy, ModCloth and Universal Studios. "My blog is me," she says. "I can make money doing this, so why not?"

LONG-TERM HOBBIES: She collects animal skulls and teeth, and keeps them in her apartment. "I have a display case," she laughs. "I guess growing up in the woods there was always dead stuff, and it wasn't weird." The teeth are more random. "One time, I was at an estate sale and I found dentures," she says. "They're actually expensive because people reuse them."

NEXT HAIR COLOR: "I want to go green right now," says Doolan. "I really like orange too."

