

R.Riveter

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R. RIVETER
AMERICAN ★ HANDMADE

R.Riveter was founded on the American ideal that opportunity and innovation, when combined with determination, will create positive impact. From two women in an attic to a nationwide network of Riveters, our company embodies the time-tested mantra of success through hard work while providing travel hardened military spouses the opportunity to achieve and elevate. With each spouse doing their part to assemble the product, the mission is accomplished through the hands of many, coming together as one. The team spirit and community within R.Riveter drives individual and collective success, in the shop or at home.

Why R.Riveter?



- R.Riveter started with a “why”, a solution to a problem Cameron and Lisa were facing. As military spouses, the two had the same conversation over and over again around their struggles to find employment due to fragmented work history. With grit and hunger for change, the two found a solution. R.Riveter was born as Lisa and Cameron created a bootstrap company that provided mobile, flexible at-home work opportunities for military spouses across the country.
- The name is a salute to WWII icon Rosie the Riveter. Rosie embodied everything Lisa and Cameron felt was important to them, and what they stand for as a company: women’s right to work, female empowerment, and just standing up for what you believe in and what you need to do – no matter how difficult or complicated the path may be.
- Lisa and Cameron started in R. Riveter in an attic each investing just \$2,100. Now, R.Riveter is one of the fastest growing companies in America, ranked in the top 300 for growth nationwide in 2017. In the past three years, the company has had 1273 percent growth. The founders appeared on SharkTank where they accepted a deal with Mark Cuban in 2016. The company has experienced tremendous growth over the last three years, seeing a 1,475% increase, as they continually chase their ultimate vision for empowerment and opportunity.
- Today, Riveter employs 35 military spouses across the country who specialize in crafting certain types of components of the handbags: liners, canvas parts, small leather pieces. Each riveter specializes in one or two areas, so they can become experts. Up to 12 makers touch each R.Riveter handbag, and each stamps their piece with a unique identifying number. Customers that buy an R.Riveter handbag can see the community of women who came together to make it. 33% percent of every dollar goes back into the hands of a military spouse.

About R.Riveter

“ You really can start from nothing here in America. If two military spouses that come from modest families were able to create a multimillion-dollar company that empowers women, what else can be accomplished?”

- Lisa Bradley



Meet the Co-Founders



Lisa Bradley grew up in Columbus, MT - a small Rocky Mountain town. She studied Business + Entrepreneurship in the “big city” of Bismarck, ND, where she met Jason Bradley. Soon after, she married into the Army and the two enjoyed four duty stations in just over six years. Lisa combined a “roll up the sleeves” mentality with her MBA to launch R.Riveter with her friend and co-founder, Cameron. Her husband transitioned from the military in 2012, less than 12 months after she started R.Riveter. Lisa and her business partner only lived in the same zip code for 10 months before beginning a long-distance business relationship. Now, her husband works for Amazon, and they move more frequently than they ever did in the Army. Her family currently resides in Ohio.



Cameron Cruse is an optimist with southern roots and a passion for creative design and problem solving. She has a keen ability to curate as she received her Masters in Architecture from SCAD in 2011 with dreams to have a vibrant career in the field. Halfway through her time there, she met her husband, George, who is active duty military. Military life presented a personal and professional paradigm shift during her first PCS to Dahlonga, GA, where R.Riveter was born. Cameron is a mother of two and she lives in Moore County, North Carolina.

