



WINGMAN GIFTS & SUPPLY

Where men's gifts become legacies

BY JULIA JAEGERBERG | PROFESSIONAL PHOTOS BY ELISABETH WITT



STEP INTO DOWNTOWN DELAFIELD'S **WINGMAN GIFTS & SUPPLY** and you'll discover high-quality men's products made to enhance daily living. "We've created a unique retail-shopping experience that features personal service matched with products built to last," explains Steve Nelson, who owns Wingman Gifts & Supply, along with his wife, Amy. "We wanted to bring back heritage-quality items and timeless practices."

Steve and Amy also promote what they call "slower practices," such as hand-writing with a good pen and a journal, reading a physical book or wearing a traditional watch that could be handed down through generations. In the store, you'll also find traditional shaving products like those used by men through the decades and even a kids' section.

The joy of connection

Steve really enjoys connecting with customers and being a resource for them to make purchases for someone special. He also really enjoys the process of identifying new products and establishing business relationships to share the brand's story with customers.

"A big part of our mission is to support and uplift men in all areas of life," says Steve. "And being a guys' store, we also have a fun time just being guys. But it's really fun when we have kids in the store – they usually leave with a fun item."

Amy and Steve shared that they've been married for 13 years and have lived in the Lake Country area for 12 years. "I grew up in Brown Deer and my wife is from Whitefish Bay," says Steve. "We met at church in Milwaukee on a worship team where I was a leader."

Steve says his best days at the store are when someone mentions battling an illness like Lyme disease or mental illness, and he's there to encourage them. "The other great days are when I can help select something special for a groom or family member who's accomplished something great," he concludes. "It's fun to be a part of their story."

Open the doors to Wingman Gifts & Supply at 525 Milwaukee Street in Delafield or learn more at WingmanGifts.com.

The inspiration of laces

When Steve was living in Madison and broke a pair of dress-shoe laces, he couldn't find any quality replacements. "I thought, 'someone else should open a men's store that carries high-quality essentials.' At that time, I was working as a video editor in Madison, where I won two Emmy Awards during my 25-year career."

Steve had to stop working for six years due to unknown health issues that turned out to be Lyme disease. After an extremely expensive and difficult journey to get his health back, he decided not to return to the video production industry and eventually opened Wingman Gifts & Supply.

In addition to being influenced by his faith, and overcoming illness, depression and severe anxiety, Steve also benefited from a handful of "wingmen" in his life. "The store is a physical reminder of my comeback story," admits Steve. "Everyone has a story and that's very special."

MISSION \ 14

BE MY Valentine

GEAR FOR MEN ON A MISSION. WHATEVER THAT MISSION MAY BE.

WINGMAN
GIFTS & SUPPLY

DOWNTOWN DELAFIELD

INSTAGRAM & FACEBOOK | WINGMANGIFTS.COM