



Legacy Business Registry

Application Review Sheet

Application Number: LBR-2025-26-002
Business Name: Mr. S Leather
Business Address: 385 8th St.
District: District 6
Applicant: Jonathan Schroder, CEO
Nomination Date: July 21, 2025
Nominated By: Supervisor Matt Dorsey

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?
 X Yes No

227 7th St. from 1979 to 1987 (8 years)
1779 Folsom St. from 1987 to 1993 (6 years)
310 7th St. from 1993 to 2005 (12 years)
385 8th St. from 2005 to Present (20 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?
 X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?
 X Yes No

FEATURES OR TRADITIONS: Adult clothing and accessories store

NOTES: NA

DELIVERY DATE TO THE HISTORIC PRESERVATION COMMISSION: August 18, 2025

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program
Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org



City and County
of San Francisco



Board of Supervisors,
District 6

MATT DORSEY

麥德誠

July 21st, 2025

Director Katy Tang, *Via email* <Katy.Tang@sfgov.org>

San Francisco Office of Small Business

City Hall, Room 140

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

Dear Director Tang,

It is my distinct honor to submit this letter in enthusiastic support of Mr. S Leather's application to San Francisco's Legacy Business Registry. Since its founding in 1979, Mr. S Leather has not simply endured—it has defined an era and anchored a community. Nestled in the heart of SoMa, this iconic institution has remained a steadfast presence amid decades of cultural and economic change. For over 45 years, it has exemplified the very best of San Francisco: inclusivity, resilience, and an unwavering commitment to community.

Mr. S Leather is not just a retail store—it is a global leader in the fetish industry and a beacon for sexual wellness, freedom, and self-expression. Its clientele spans generations, identities, and backgrounds, welcoming all with dignity and respect. With a reputation for exceptional quality, Mr. S Leather has created a space that champions sexual health and celebrates diversity in all its forms. It has long served as both a destination and a refuge—where people feel seen, safe, and empowered.

Founded by the beloved “Daddy of all Daddies,” Alan Selby, and carried forward by devoted stewards Doug Deal and Richard Shanks, the business has always placed community at its core. During the height of the AIDS crisis, Alan Selby went beyond business, volunteering in hospitals and supporting those most affected in the leather and LGBTQ+ communities. The values of compassion, solidarity, and service that he embodied continue to shape the spirit of Mr. S Leather today.

In addition to crafting high-quality leather and neoprene gear right here in SoMa, Mr. S Leather has been a generous partner to countless local organizations, including Folsom Street Events, the Leather & LGBTQ Cultural District, the Leather Alliance, Leathermen's Discussion Group, and Real Bad. Its contributions—both financial and cultural—have strengthened the broader community and supported the continued vitality of the neighborhood.

Mr. S Leather meets and exceeds every standard of what it means to be a Legacy Business in San Francisco. It has helped shape our city's cultural identity, uplifted a historically marginalized community, and preserved the progressive, authentic spirit that makes San Francisco unlike any other city in the world. I urge you to give this application your strongest consideration. Honoring Mr. S Leather as a Legacy Business is not only well-deserved—it is essential.

Sincerely,

A handwritten signature in blue ink that reads "Matt Dorsey". Below the signature, the name "MATT DORSEY" is printed in a bold, sans-serif font.

MATT DORSEY



Legacy Business Registry Application



Business Information

Business name: Mr. S Leather

Business owner name(s): Richard Hunter

Identify the person(s) with the highest ownership stake in the business

Current business address: 385 8th St., San Francisco, CA 94103

Telephone: (415) 863 – 7764

Email: help@mr-s-leather.com

Mailing address (if different than above):

Website: www.mr-s-leather.com

Facebook: www.facebook.com/Mr.S.Leather.sf

Twitter: www.instagram.com/mr.s.leather

7-digit San Francisco Business Account Number (BAN): 0 1 1 6 8 7 3

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

☐ Immigrant-Owned Business

☐ Owned by Person with a Disability

☒ LGBTQ+-Owned Business

☐ Veteran-Owned Business

☐ Minority-Owned Business*

☐ Woman-Owned Business

**Minority is defined as one or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Jonathan Schroder

Contact person title: CEO

Contact telephone: () –

Contact email:

Business Location(s)

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business.

If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address.

Original San Francisco address: 227 7th St. **Zip Code:** 94103

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: June 17, 1979 To: 1987

Other address (if applicable): 1779 Folsom St. **Zip Code:** 94103

Dates at this location: From: 1987 To: 1993

Other address (if applicable): 310 7th St. **Zip Code:** 94103

Dates at this location: From: 1993 To: 2005

Other address (if applicable): 385 8th St. **Zip Code:** 94103

Dates at this location: From: 2005 To: Present

Other Address (if applicable): **Zip Code:**

Dates at this location: From: To:

Other address (if applicable): **Zip Code:**

Dates at this location: From: To:

Applicant Disclosures

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☐ I am authorized to submit this application on behalf of the business.
- ☐ I attest that the business is current on all of its San Francisco tax obligations.
- ☐ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☐ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☐ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☐ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☐ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Name:

Signature:



Date:

6/6/25

MR. S LEATHER

Written Historical Narrative

INTRODUCTION

a. Describe the business. What does it sell or provide?

Mr. S Leather is a purveyor of high-quality goods for the kink and fetish community. It works with the top names in the sex toy industry and produces a wide range of leather and neoprene garments and bondage gear right in the heart of SoMa.

b. Describe whom the business serves.

Mr. S Leather serves the kink and fetish community in San Francisco and beyond. It primarily targets gay males but is welcoming to all the diverse communities under the kink and fetish umbrella. They are very proud that every gender and sexual orientation can feel welcome in their store because what they offer works well on almost everybody. Since there are not many higher end sexual wellness stores in the area, Mr. S Leather knows they are serving the larger community as a whole for better sexual health.

Mr. S Leather has had a storefront in SoMa since 1979, but their web orders come from every country. They ship all over the world each day.

The business caters to a very diverse clientele anywhere between 18 and 80, with a majority of customers being male between the ages of 30 and 60.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

The world's forerunner in the fetish industry.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Mr. S Leather was founded by Alan Selby on June 17, 1979. It was located at 227 7th Street between Howard and Folsom streets. The business also had an annex at 227A 7th Street per the 1982 city directory. In the directory, the business was listed as Mister S Products Limited.

"Alan Selby (1929–2004) was born Alan Henry Sniders in Yorkshire, England. He entered the Royal Navy at the age of 18 and served the United Kingdom as a medic and nurse in the years

following World War II. Selby became a gentleman's clothier after leaving the service, working as a representative for a textile firm. After a trip to San Francisco in 1969, where he was inspired by the nascent leather scene, Selby partnered with his lover Peter Jacklin—a skilled leatherworker—to establish a small factory and retail outlet, Leather Unlimited, in London's Wandsworth neighborhood. In 1979 Selby and Jacklin moved to San Francisco and founded Mr. S Leather on 7th Street in the SoMa district.”¹

Peter Jacklin's death from AIDS in 1987 led Alan to sell the business and devote much of energy to volunteer and charity work fighting the epidemic. He remained active in San Francisco's leather community.²

Alan Selby transferred the business to Doug Deal in 1987 (Doug spearheaded the company until 1991). Upon receiving the business, Doug sought out a new location to house an expanded storefront, so in 1987, Doug moved Mr. S Leather to 1779 Folsom Street, where it remained until 1993.

In 1991, the ownership was transferred to Richard Hunter. Doug's partner had recently passed away, so Doug decided it was time to leave California, and he gave the business to Richard Hunter.

In 1993, Mr. S Leather moved to 310 7th Street. The business had outgrown the space on Folsom Street, and this new location offered more breathing room for an expanding store.

On Labor Day weekend in 2005, the business moved to 385 8th Street, where it can be found today. Similarly to the move in 1993, the store had grown significantly and needed more space to keep operations running smoothly.

b. Provide the ownership history of the business in a consolidated year-to-year format.

1979 to 1987:	Alan Selby
1987 to 1991:	Doug Deal
1991 to Present:	Richard Hunter

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

Mr. S Leather has never ceased operations in San Francisco since it began in 1979.

¹ “The Mayor of Folsom Street: The Life and Legacy of Alan Selby,” GLBT Historical Society, <https://www.glbthistory.org/mayor-of-folsom-street>

² Id.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

a. Describe the business' contribution to the history and/or identity of the neighborhood, community, business sector, or San Francisco as a whole.

Mr. S Leather has contributed to the history and identity of the South of Market neighborhood, the kink and fetish community, the leather/neoprene clothing and bondage gear business sectors, and San Francisco as a whole.

The iconic South of Market emporium began as a small shop in 1979 within the context of a changing SoMa neighborhood and the emergence of a distinct leather and kink culture. It evolved into a “de facto community center and international destination that continues to occupy a unique place in the history of alternative sexualities.”³

“Daddy” Alan Selby was active in the daddy/boy subculture of consensual relationships that involve personal and erotic relationships between older men and younger men in the gay leather and kink community. He was the undisputed “Daddy of all Daddies” and contributed significantly to the city’s leather and kink subculture.⁴

Under the ownership of Richard Hunter, Mr. S Leather transformed how gay men could access high quality leather bondage gear. In addition to the storefront, Richard introduced a mail order catalog featuring his all original black and white photography, bringing bondage and BDSM to a wider audience. As websites became a new form commerce, Mr. S Leather was at the forefront by bringing the mail order catalog to life as a one-of-a-kind web property that was able to reach even more customers. What began as a small local shop has become a worldwide institution and one that customers travel to regularly.

Richard also helped turn Mr. S Leather into a go-to destination in SoMa by creating products that customers could trust. All of the clothing and bondage gear was designed under his guidance to not only be sellable, but to be something he could be proud of, and something he himself would use. He felt it was important to test all of the products himself to ensure they met his high standards. These high standards are what set Mr. S Leather apart from the majority of its competition and is the reason Mr. S Leather products are so widely sought after today.

Mr. S Leather was the first fetish company to introduce neoprene to the fetish market. What was once just for wetsuits and mousepads was now a material being used for clothing and bondage gear. Not only was neoprene comfortable and sexy, but the price point of the material

³ “The Mayor of Folsom Street: The Life and Legacy of Alan Selby,” GLBT Historical Society, <https://www.glbthistory.org/mayor-of-folsom-street>

⁴ Id.

made it much more affordable than 100% leather products. This allowed many more people to access these unique product offerings.

Their most famous neoprene product, and one that continues to dominate the kink market, is their Neoprene Puppy Hood. The affordability of this product made it extremely popular with the community and helped launch an entire scene. Puppy play was once a small BDSM practice. Today it is a worldwide phenomenon. Puppies all over the world still come to Mr. S Leather for the best, most creative pup hoods on the market and look to Mr. S Leather as a leader in the marketplace.

Mr. S Leather is a pillar of the San Francisco community and continues to provide a safe place for the LGBTQ community to explore kink and sexual wellness. They are a cornerstone of both Up Your Alley and Folsom Street Fair weekends, providing a community space for locals and tourists alike. They host an in-store party the Saturday of each event. This free community program is open to everyone and continues to grow every year, bringing both new and familiar faces to the city by the bay.

Mr. S Leather prides itself with designing and producing leather and neoprene products in the heart of San Francisco. From the beginning, they have maintained an in-house production team to create innovative products that are sought after by a discerning customer base. Many of the original products created by the Mr. S Leather team are timeless, and versions are still being produced to this day.

b. Is the business associated with significant people or events, either now or in the past?

Alan Selby is by far the most significant person associated with Mr. S Leather, and his title of “Mayor of Folsom Street” was one that was much deserved.

Alan was an activist and fundraiser. “He adopted the city and it adopted him. The Mr. S retail outlet operated as an informal community center for the active leather community South of Market. The AIDS crisis hit the leather community hard and Alan was right there. He took care of things and he took care of people. Years before the rise of ‘Daddy culture’ he was already a good Dad. Alan was a phenomenal fundraiser, and a key player in the development of important service organizations. But he was also hands-on. For over 20 years, he volunteered at San Francisco hospitals, massaging the pain-wracked bodies of the mostly young and often abandoned men who filled those beds.”⁵

Alan has also been credited with developing the hanky code – a system for flagging sexual preferences that still exists to this day. Alan eventually left the company to focus on caring for HIV+ men in the mid-1980s.

⁵ “Remembering Alan Selby - New GLBT History Museum exhibit recalls leather heyday,” by Race Bannon, Bay Area Reporter, May 22, 2019, <https://www.ebar.com/story/276568/redirect/BARtab/Leather-Kink/>.

Jonathan Schroder, the current CEO, worked very closely with the community and the legislative committee to create the proposal and bylaws that were approved by the city to form the Leather & LGBTQ Cultural District.

Every year Mr. S Leather sponsors many events in the city with financial contributions totaling tens of thousands of dollars. Some better known events include the following and many others:

- The fairs put on by Folsom Street, including Up Your Alley Street Fair and Folsom Street Fairs, and the events around them
- Real Bad
- Bearrison Street Fair
- Bare Chest Calendar
- AIDSLifeCycle
- SF Leather Alliance
- Leathermen's Discussion Group
- CLAW
- International Mr. Leather and International Ms. Leather
- Mr. San Francisco Leather and Ms. San Francisco Leather

c. How does the business demonstrate its commitment to the community?

Mr. S Leather has been a community partner from the beginning. In 1982, Alan Selby co-founded the San Francisco AIDS Emergency Fund after losing his partner to AIDS.

The business proudly partners with local San Francisco organizations and events including Folsom Street, Leather & LGBTQ Cultural District, Leather Alliance, Leathermen's Discussion Group, Real Bad, and Magnitude to name a few. They have also supported local businesses in the area by holding events at locations such as SF Eagle, Powerhouse, and Oasis. Mr. S Leather also provides in-kind donations for events that occur both in SoMa and the Castro, as well as sending gifts to various clubs and events all over the country to help them raise money for many causes. Mr. S Leather prides itself on hiring a diverse staff to help meet the needs of their very diverse customer base.

CEO Jonathan Schroder has served on the Leather & LGBTQ Cultural District board.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Alan Selby's history has been memorialized both in a book and through an art exhibition, both under the name Mayor of Folsom Street:

- <https://www.glbthistory.org/mayor-of-folsom-street>
- <https://www.amazon.com/Mayor-Folsom-Street-Biography-Daddy/dp/0998909807>

Mr. S Leather was featured on the reality cooking show Top Chef in 2006 and appeared as a location in HBO's *Looking*.

Following are several additional media references:

- **Remembering Alan Selby - New GLBT History Museum exhibit recalls leather heyday**
Bay Area Reporter
May 22, 2019
<https://www.ebar.com/story/276568/redirect/BARtab/Leather-Kink/>
- **Can San Francisco's famed leather district be saved in an era of high property values?**
Los Angeles Times
March 4, 2019
<https://www.latimes.com/local/lanow/la-me-leather-sf-20190304-htmlstory.html>
- **San Francisco now has an official LGBTQ Leather District**
Time Out
May 7 2018
<https://www.timeout.com/san-francisco/news/san-francisco-now-has-an-official-lgbtq-leather-district-050718>
- **Everything's Better With Leather / Violet Blue's Moment of Bondage Zen at Mr. S**
SFGATE
May 24, 2007
<https://www.sfgate.com/news/article/Everything-s-Better-With-Leather-Violet-Blue-s-2573943.php>

e. Has the business ever received any awards, recognition, or political commendations?

Mr. S Leather has received recognition from local businesses throughout the years. The business is also commemorated on Leather Alley (Ringold Street from 8th to 9th streets) in a permanent art installation consisting of granite standing stones recycled from San Francisco curbs. The stones were cut, polished, and engraved to honor community institutions, one of which is Mr. S Leather. The stones emerge through the pavement's leather flag markings in bulb-out areas in several locations.⁶

f. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

If Mr. S Leather were to close, it would be detrimental to the fabric of gay life in the city. Not only does the business provide a safe space for all, they provide support to the local community

⁶ "'Leather Memoir' at Ringold Alley," by Miller Company Landscape Architects,
<https://www.millercomp.com/ringold-alley>

through their sponsorships and events. Mr. S Leather is a destination for many out of towners (in fact people often show up to the store directly from the airport with their luggage in tow) who not only visit their establishment but visit other locations in the neighborhood and the city at large. Without Mr. S Leather, the kink and fetish community would lose a home base and support network. Additionally, the business employs more than 40 full time workers in their production facility, internet sales division, and sales floor.

While similar low-quality products are available in the city, without Mr. S Leather you wouldn't be guaranteed to get "the good stuff." Their quality and craftsmanship is beyond compare and something that doesn't exist anywhere else in the city.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

The iconic roll-up door that features the Mr. S Leather logo is a clearly defining feature. Inside, they feature a historical collage of event posters for Up Your Alley Street Fair, Folsom Street Fair, and other events. Additionally, in conjunction with the Leather & LGBTQ Cultural District, the side of the building is graced with a mural of a pup in leather gear by Serge Gay, Jr., which was painted in 2023.

b. In a few words, describe the main business activity you commit to maintaining.

The business is committed to designing leather and neoprene clothing and gear for the fetish community.

c. What is the plan to keep the business open in the long term beyond the current ownership?

Ownership will pass from Richard Hunter (retired) to the three officers who actively run the company today. That process will repeat with different officers in the future to ensure the business is always operational. The 50th anniversary is not too far in the future, in 2029, and it is hoped that at least another 50 years beyond that are secured.

d. What challenges is the business facing today?

Mr. S Leather faces a number of challenges. Some are unique to the business, while others are challenges faced by other local businesses as well.

Currently, one uncertainty in today's world is how tariffs will affect the business. Mr. S Leather does its best to keep their prices competitive, but there's a level of uncertainty that comes with directions that seem to change on a whim.

Like other businesses, shoplifting takes a bite out of their bottom line. While Mr. S has some safeguards in place to prevent that, it's impossible to fully stop it.

Ultimately, Mr. S Leather never takes their "bubble inside a bubble inside a bubble" for granted. There are many things over many years that they know are "only possible in San Francisco." They like to think that San Francisco, and California as a whole, will support the business, but as we are witnessing in real time currently, the conservative movement is as strong as ever, and there are many people in powerful positions that would like to see Mr. S Leather and their kind erased.

While the business may have a lot of insulation in the SoMa area of San Francisco, they rely on shipping products all over the country to survive. They are currently not shipping to some states, as they could face legal consequences, and it looks as though that risk may grow in more states to come.

As a place of refuge, comradery, and fun, the LGBTQ community needs more places like Mr. S Leather more than ever to feel safe, meet others, and receive reminders that the community cannot be erased, and all the joys one can experience with their body are to be embraced.

Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Clothing store featuring kink and fetish goods.

b. Other special features of the business location, such as if the property associated with the business is listed on a local, state, or federal historic resources registry.

The Planning Department Historic Resource Status of the building at 385 8th Street is "C - No Historic Resource Present."



Mr. S Leather 385



385

MR. S LEATHER

MR. S LEATHER

OPEN EVERYDAY 12PM - 7PM

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LEATHER
SAN FRANCISCO



PLEASE
DO NOT
REHAND





**BUILD YOUR
OWN PUPPY
HOOD!**

What can you create?
Take a form and give it a try!





NOY







Ordering Information

Address all orders to:

Mr. S Leather and Fetters USA
310 Seventh Street
San Francisco, CA 94103

Telephone: (415)863-7764

Orders: (800)746-7677

FAX: (415)863-7798

e-mail: hunter@mr-s-leather-fetters.com

or visit our web page: <http://www.mr-s-leather-fetters.com>



Our general return policy on returns (excluding Butt Toys, Latex Clothing, Pin Prick items and custom or made-to-measure articles, which are covered below) is as follows:

Any item that is defective in workmanship will be exchanged or repaired. A store credit only will be issued on items returned for any other reason. This applies to anything returned in new, unused, resalable condition. Management will determine if merchandise is in resalable condition upon return of merchandise.

Notice: Due to the nature of Latex Clothing, Butt Toys and Pin Prick items, we cannot take returns or make any exchanges on these items. Please double check sizes and other requirements when ordering these items.

Video Policy: No returns or exchanges on videos.

Custom made or made-to-measure items: No returns or exchanges.



All items in our catalog are now available for ordering through our web site at www.Mr-S-Leather-Fetters.com. You can order with confidence through our secure site—we offer the same quality products and great service online you've come to expect from Mr. S Leather and Fetters USA. Select the Shopping Cart after entering our site and then enter a keyword or the product number in the search field to select an item. For your convenience, all current Mr. S and Fetters USA products can be ordered through the web site, even those not found in the web site product listings.

All catalog photos are from the collection of Richard Hunter.

This catalog is \$25.00 postpaid in the U.S. and \$30.00 to foreign addresses.

The Mr. S Leather Company and Fetters USA Catalog is not to be sold to minors.

Pricing for items in the first 200 pages of this catalog are listed separately in the enclosed price list. Prices for items from page 204 through the end of the catalog are printed on the page where the item appears.



Cover boy: Bob Hardin, shown in *THIGH TO WRIST RESTRAINTS, SL500*
Catalog design/production: AB Group, San Francisco • design@abgroup.com

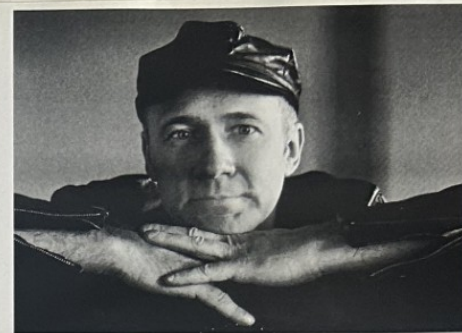
A Letter From Richard Hunter, President and Owner, Mr. S Leather

First, I'd like to personally thank you for your continued support and patronage. While it was a struggle for several years when I bought Mr. S in 1991 and brought Fetters USA into the existing business, by 1995 with the help of lots of great, talented people plus many new ideas, we built Mr. S into what it is today.

Over the last several years we've put together our 300-page catalog, and we moved into a four-story 15,000 square foot building in the heart of San Francisco's South of Market district, all while growing Mr. S to a staff of 40 people who make and sell our products. We also have helped some 60 other craftspeople have a venue where they can sell and display their goods. We're proud to have created one place in the world where you can get a huge variety of latex and leather clothing and toys, and the finest bondage equipment anywhere. Quality was, and is, the main focus of our business.

Mr. S and Fetters are a lot more than just a label in your jacket or sleepsack. Our labels mean that you have the best leather and latex gear made, crafted with the skill and time it takes to make the finest items the way they should be made. We won't take shortcuts—and our prices reflect the cost of making things so that they will work, and last, the way they should. Just as there is a difference between a Mercedes and a Chevy, there are differences in leather and latex goods. Differences in the materials used and the way they're made.

Recently we have seen copies of our exclusive designs. Some other companies claim that their sleepsack or whatever is exactly the same as ours, sometimes at a lower price—but, this isn't true. We've seen these copies and their cost may be lower because of lower quality materials used.



These knockoffs also lack the special features and details that make them work really well. We're saddened to see our designs stolen and then cheaply made, especially while claims are made that the knockoff products are 'just like Mr. S.'

It's true that 'you get what you pay for,' and when you buy a Mr. S product or an original Fetters design Hood, Strait Jacket or Sleepsack, you're getting the best-made item there is, one

fully loaded with all the bells and whistles. Our skilled craftspeople and tailors take the time to do it right. Our slogans 'When You're Ready for the Good Stuff' and 'Nobody Does It Better' are principles we work to achieve every day, not marketing hype.

Most of you already know what high quality products we create, and you buy from us because you want the best. Our reputation is important to us and we'll always

strive to give you the best-made gear and service anywhere. We want our service to be as good as our products. If anything ever does go wrong with any item we make, we want to fix it right away. However, we can no longer repair other manufacturers' leather and latex goods, because these repairs have become too time consuming.

I hope you enjoy this supplement and the many new designs we're bringing to you. It's fun being in this business; we're getting a chance to 'Turn Fantasy into Reality.'

Thanks again for your continued patronage.

Richard Hunter

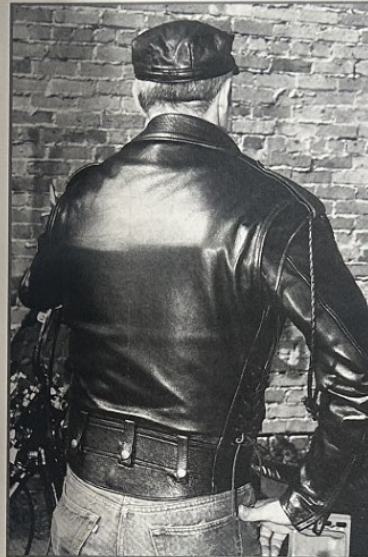


Leath
Cloth



B73 BASKET WEAVE RIVER BELT
L60 LEATHER JEANS
B12 CAROLINA 8" BOOTS

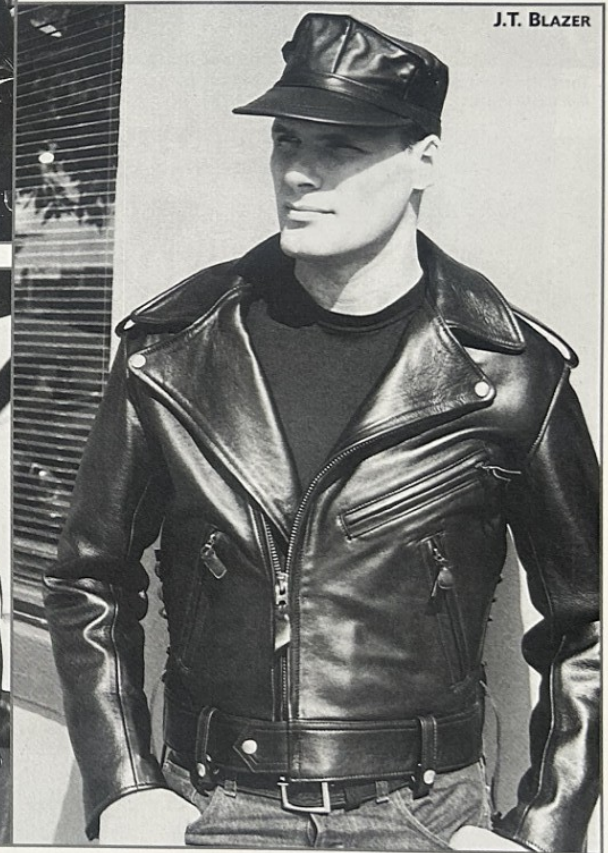
Mr. S Deluxe Jacket



L204 THE MISTER S DELUXE JACKET

Our most expensive leather jacket. The most comfortable and sharpest looking black leather jacket you will ever own. Made from the finest 3 ounce soft Dominion leather hides. This jacket breaks in immediately and feels perfect from the first wearing. Satin lined, inside pockets, lighter weight than the Marquis. The Deluxe Jacket is made in our own workshops, has adjustable laced sides, brass zippers, kidney back, snap tab belt loops, and gusset back. When ordering **THE MR. S DELUXE JACKET** please include your true size and all measurements to guarantee a perfect custom fit.

Shown here with L71, ALL LEATHER MILITARY CAP

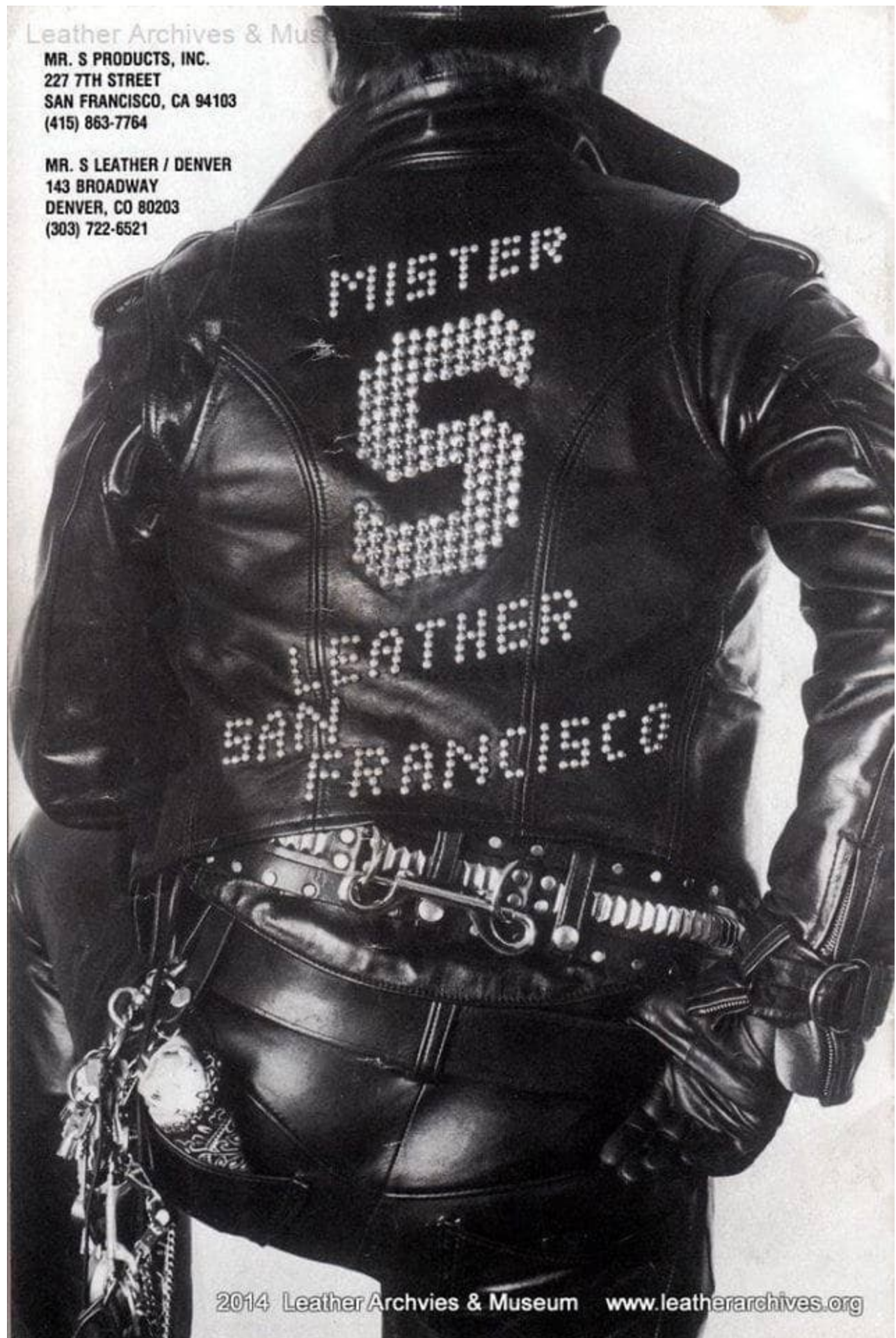


J.T. BLAZER

Leather Archives & Museum

MR. S PRODUCTS, INC.
227 7TH STREET
SAN FRANCISCO, CA 94103
(415) 863-7764

MR. S LEATHER / DENVER
143 BROADWAY
DENVER, CO 80203
(303) 722-6521



THE MAYOR OF FOLSOM STREET: THE LIFE AND LEGACY OF ALAN SELBY

May 16 – October 20, 2019

Curated by Jordy Jones, Jeremy Prince and Gayle Rubin



GLBT
Historical
Society
museum & archives



Alan Selby at the Mr. S Leather store on 7th Street in San Francisco (circa 1980). Photograph by Alexander V. Arenó, all rights reserved; courtesy of Gayle Rubin.

This exhibition recounts the story of “Daddy” Alan Selby, the founder of the iconic South of Market leather and kink emporium Mr. S Leather, within the context of a changing SoMa neighborhood and the emergence of a distinct leather and kink culture.

“The Mayor of Folsom Street: The Life and Legacy of Alan Selby” surveys Selby’s life from his establishment of Mr. S Leather in San Francisco in 1979, to his community efforts during the AIDS crisis, to his undisputed position as “Daddy of all Daddies” in the city’s leather and kink subculture. It also traces the evolution of his small shop into a de facto community center and international destination that continues to occupy a unique place in the history of alternative sexualities.

The exhibition has been co-curated by Jordy Jones, Selby’s biographer; Jeremy Prince, the GLBT Historical Society’s museum and exhibitions director; and Gayle Rubin, renowned feminist and sexuality theorist and professor of anthropology at the University of Michigan.

“‘The Mayor of Folsom Street’ is a portrait of a man, a business, a subculture and an era. Selby’s workshop was connected to the kink dungeon and to the hospital ward,” Jones says, referring to Selby’s volunteer work in hospitals during the AIDS crisis. “Mr. S. is more than a brand. This exhibition reflects Selby’s role as a public Daddy, one whose protection and support could always be counted on.”

Drawing on materials in the Alan Selby papers preserved in the GLBT Historical Society’s archives and on recent scholarship, the multimedia exhibition showcases artifacts, fine art, photographs and scarce historical documents.

The show also reflects Selby’s participation in the daddy/boy subculture of consensual relationships that involve personal and erotic mentoring of younger men by older men in the gay leather and kink community. Underscoring the importance of cultural transmission and inheritance as a significant aspect of this subculture, the exhibition seeks to foster connection across queer generations.

The Aids Emergency Fund
Proudly Presents the 7th Annual

LEATHER DADDY'S BOY CONTEST

\$8.00 Donation at the Door

Sunday, September 3rd at 3p.m.
At the S.F. Eagle (12th & Harrison)

Masters of Ceremony
Zach Long
(Leather Daddy V)
and Danny Williams

**Guest Celebrity Judges,
and Auctioneers**
(Special Guest Don L from
The Shop in Los Angeles.)

Beerbust, and Delicious Food
(Donated, prepared and
served by the Golden
Gate Guards.)

Entertainment by
Gail Wilson
accompaniment by Wayne Love

**Door Prizes and Many
Valuable & Interesting
Auction Items!**

Contestant Application forms available from the Bartender at
The S.F. Eagle.
All proceeds go to the Aids Emergency Fund, an all volunteer
organization providing direct financial grants to people with
Aids and disabling Arc.

Illustration: Uyvarri



SEP.

1989

SAN FRANCISCO, CA

Poster for the Seventh Annual Leather Daddy's Boy Contest, presented by the AIDS Emergency Fund (1989); graphic by Robert Uyvari; collection of the GLBT Historical Society.

ABOUT ALAN SELBY

Alan Selby (1929–2004) was born Alan Henry Sniders in Yorkshire, England. He entered the Royal Navy at the age of 18 and served the United Kingdom as a medic and nurse in the years following World War II. Selby became a gentleman's clothier after leaving the service, working as a representative for a textile firm. After a trip to San Francisco in 1969, where he was inspired by the nascent leather scene, Selby partnered with his lover Peter Jacklin—a skilled leatherworker—to establish a small factory and retail outlet, Leather Unlimited, in London's Wandsworth neighborhood.

In 1979 Selby and Jacklin moved to San Francisco and founded Mr. S Leather on 7th St. in the SoMa district. Jacklin's death from AIDS in 1987 led Selby to sell the business and devote much of energy to volunteer and charity work fighting the epidemic. He remained active in San Francisco's leather community until his death.

ABOUT THE SPONSORS

"The Mayor of Folsom Street" is sponsored by David Hyman, Folsom Street Events, Mr. S Leather, and Race Bannon.

ABOUT THE CURATORS

Jordy Jones is a native Californian and a longtime San Francisco resident now living in rural Mendocino County. He is an independent scholar, curator, artist and activist. He received his PhD in visual studies, with an emphasis in critical theory, from the University of California Irvine in 2008. He is the author of *The Mayor of Folsom Street: The Auto/Biography of "Daddy" Alan Selby, aka Mr. S* (Fair Page Media, 2017).

Jeremy Prince started with the GLBT Historical Society in 2011 as a volunteer in the newly opened GLBT Historical Society Museum. He served as the society's director of exhibitions and museum operations until May, 2019. He holds an MA in early modern European history and museum studies from San Francisco State University. In 2013 he nestablished an independent archives dedicated to collecting and preserving the history of gay "bear" culture.

Gayle Rubin received her PhD in anthropology from the University of Michigan, Ann Arbor, in 1994 and has been teaching there since 2003. She is the author of a series of groundbreaking articles on the politics of sex and gender collected in *Deviations: The Gayle Rubin Reader* (Duke University Press, 2012) and a forthcoming book on gay leather culture in San Francisco.

Banner photo: Mr. S Products (U.S.A.) Ltd. product catalog (circa 1979); artwork by Lou Rudolph; collection of the GLBT Historical Society.





Small Business Commission

Resolution No. _____

September 22, 2025

MR. S LEATHER

Application Number: LBR-2025-26-002
Business Name: Mr. S Leather
Business Address: 385 8th St.
District: District 6
Applicant: Jonathan Schroder, CEO
Nomination Date: July 21, 2025
Nominated By: Supervisor Matt Dorsey
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Mr. S Leather, currently located at 385 8th St.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included on the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on September 22, 2025, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Mr. S Leather in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Mr. S Leather.

Physical Features or Traditions that Define the Business:

- Clothing and retail store featuring kink and fetish goods.
- Historical collage of event posters for Up Your Alley Street Fair, Folsom Street Fair, etc.
- Mural of pup in leather gear by Serge Gay Jr.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Mr. S Leather on the Legacy Business Registry:

- Adult clothing and accessories store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 22, 2025.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: September 17, 2025

Filing Date: August 19, 2025
Case No.: 2025-007621LBR
Business Name: Mr. S Leather
Business Address: 385 8th Street
Zoning: WMUG (WSOMA MIXED USE-GENERAL) Zoning District
55-X Height and Bulk District
Cultural District: SOMA Pilipinas Cultural District
Leather & LGBTQ Cultural District
Block/Lot: 3755/136
Applicant: Jonathan Schroder
Nominated By: Supervisor Matt Dorsey
Located In: District 6
Staff Contact: Kalani E. Alcala - 628-652-7537
Kalani.Alcala@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Mr. S Leather is the world's forerunner in the fetish industry, providing high-quality goods for the kink and fetish community. The store serves predominantly gay males but welcomes all under the kink and fetish umbrella. The shop is important to the history and identity of the South of Market Neighborhood and an international leader in the leather/neoprene clothing and bondage gear business.

Alan Selby founded Mr. S Leather June 17, 1979 in SOMA at 227 7TH Street between Howard and Folsom street. Throughout his life, Selby significantly contributed to the city's leather and kink subculture, earning him the titles of "Daddy of all Daddies" and "Mayor of Folsom Street." In 1987, Alan Selby's partner, Peter Jacklin, passed away from AIDs and Selby sold the business to devote his energy to fighting the AIDs epidemic. The store was sold to Doug Deal who expanded the storefront and moved the business to Folsom St. He continued to grow the business until 1991, when ownership was transferred to Richard Hunter. Hunter introduced mail order catalogue

and helped bring bondage and BDSM to a larger audience. He moved the store to 310 7th ST in 1993 as the business continued to grow and succeed. In 2005, the business expanded and moved to its current location at 385 8th Street.

Today, Mr. S Leather prides itself on continuously designing and producing leather and neoprene products. They have an in-house production team and continue to create new products. Mr. S Leather was the first company to introduce neoprene-- a material traditionally used for wetsuits and mousepads-- to the fetish market. The lower price point of neoprene allowed many individuals to access the product. The most famous product is the Neoprene Puppy Hood. The affordability has made puppy play more popular and brings puppies all over the world to come to Mr. S Leather.

Mr. S Leather continues to be a pillar of the San Francisco community offering a safe place for the LGBTQ community to explore kink and sexual wellness. They are a cornerstone of the Up Your Alley and the Folsom Street Fair, bringing new and familiar faces to the bay. The current CEO, Jonathan Schroder, worked closely with the community to create the City of San Francisco's Leather and LGBTQ District. The business financially supports events, including but not limited to: AIDS LifeCycle, Real Bad, Bearrison Street Fair, Bare Chest Calendar, SF Leather Alliance, and Mr. San Francisco Leather and Ms. San Francisco Leather.

Staff Analysis

Review Criteria

1. When was business founded?

The business was founded in 1979.

2. Does the business qualify for listing on the Legacy Business Registry? If so, how?

Yes. Mr. S Leather qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Mr. S Leather has operated continuously in San Francisco for more than 30 years.
- b. Mr. S Leather has contributed to the history and identity of the South of Market neighborhood and San Francisco.
- c. Mr. S Leather is committed to maintaining the physical features and traditions that define the organization.

3. Is the business associated with a culturally significant art / craft / cuisine / tradition?

Yes. The business is associated with the kink and fetish community. It works with the top names in the sex toy industry and produces a wide range of leather and neoprene garments and bondage gear right in the heart of SoMa.

4. *Is the business or its building associated with significant events, persons, and / or architecture?*

Yes, the founder, Alan Selby, was active in the daddy/boy culture of consensual relationships that involve personal and erotic relationships between older and younger men in the gay leather and kink communities. Alan Selby earned the titles of “Daddy of all Daddies” and “Mayor of Folsom Street.” He significantly contributed to the city’s leather and kink subculture. After, his partner passed away from AIDS, Selby dedicated himself to fighting the AIDS epidemic. For 20 years, he volunteered at San Francisco hospitals, massaging the pain-wracked bodies of the mostly young and often abandoned men who filled those beds. Alan has also been credited with developing the hanky code – a system for flagging sexual preferences that still exists to this day. Alan eventually left the company to focus on caring for HIV+ men in the mid-1980s.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

6. *Is the business mentioned in a local historic context statement?*

No, not as of the date of this Executive Summary.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. There have been a number of features and articles of Mr. S Leather in the media. The Bay Area Reporter published an article on Alan Selby, honoring Selby’s contribution to the leather and kink community with Mr. S Leather and his tireless work taking care of those affected by AIDS culture. The Los Angeles Times featured Mr. S Leather in its piece titled, “Can San Francisco’s famed leather district be saved in an era of high property values?” Time Out featured Mr. S Leather in its piece, “San Francisco now has an official LGBTQ Leather District.” The current CEO is quoted applauding the city of San Francisco for founding a Leather District. The article, “Everything’s Better With Leather/ Violet Blue’s Moment of Bondage Zen at Mr. S” details Mr. S Leather, noting their staff of 100 people, plethora of selection, and sex positive environment.

Racial and Social Equity Analysis

On July 15th, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department’s Racial and Social Equity Initiative. This is also consistent with the Mayor’s Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco’s cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Mr. S Leather is an essential part of the Leather and LGBTQ Cultural District. The store serves as a place of refuge, comradery, and fun. The LGBTQ community needs more places like Mr. S Leather to feel safe, meet others, and receive reminders that the community cannot be erased. Without Mr. S Leather, the kink and fetish community would lose a home base and support network. The store is proudly and historically LGBTQ+ owned.

The business proudly partners with local San Francisco organizations and events including Folsom Street, Leather & LGBTQ Cultural District, Leather Alliance, Leathermen's Discussion Group, Real Bad, and Magnitude. They have also supported local businesses in the area by holding events at locations such as SF Eagle, Powerhouse, and Oasis. Mr. S Leather also provides in-kind donations for events that occur both in SoMa and the Castro, as well as sending gifts to various clubs and events all over the country to help them raise money for many causes.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 385 8TH St (2005-Present)

Previous (No Longer Extant) Locations:

- 227 7th St (1979 – 1987)
- 1779 Folsom St. (1987 – 1993)
- 310 7th St. (1993 – 2005)

Recommended by Applicant

- Clothing and retail store featuring kink and fetish goods

Additional Recommended by Staff

- Historical collage of event posters for Up Your Alley Street Fair, Folsom Street Fair, etc.
- Mural of pup in leather gear by Serge Gay Jr.

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)

- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION

DRAFT RESOLUTION NO.

HEARING DATE: September 17, 2025

Case No.: 2025-007621LBR
Business Name: Mr. S Leather
Business Address: 385 8th Street
Zoning: WMUG (WSOMA MIXED USE-GENERAL) Zoning District
55-X Height and Bulk District
Cultural District: SOMA Pilipinas Cultural District
Leather & LGBTQ Cultural District
Block/Lot: 3755/136
Applicant: Jonathan Schroder
Nominated By: Supervisor Matt Dorsey
Located In: District 6
Staff Contact: Kalani E. Alcala - 628-652-7537
Kalani.Alcala@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR MR. S LEATHER CURRENTLY LOCATED AT 385 08TH ST (BLOCK/LOT 3755/136).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on September 17, 2025, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Mr. S Leather qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Mr. S Leather.

Locations

Current Locations:

- 385 8TH St (2005-Present)

Previous (No Longer Extant) Locations:

- 227 7th St (1979 – 1987)
- 1779 Folsom St (1987 – 1993)
- 310 7th St (1993 – 2005)

Physical Features or Traditions that Define the Business

- Clothing and retail store featuring kink and fetish goods
- Historical collage of event posters for Up Your Alley Street Fair, Folsom Street Fair, etc.
- Mural of pup in leather gear by Serge Gay Jr.

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business on September 17, 2025.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: September 17, 2025