**AM**

Anthony Mota is creative, determined and charismatic. As a son, brother, friend and many other titles he believes in being the best version of oneself. Mota believes in being a team player and having great time management skills. Currently he is in his final semester at The New York City College of Technology as he works towards a Bachelor's Degree in Business and Technology of Fashion. He will explore and dive into different roles in the fashion industry. Mota is committed to building relations. Also, acquiring knowledge and skills throughout his journey that will help him advance in both personal and professional life.

Anthony Mota’s logo consist of a warm red and a hint of neutral white. Here one can see his logo which consists of red word art style in bold. Mota’s choice of colors represents stimulating, loving, powerful, demanding, hope, and clarity (Bell & Ternus, 2022). His font choice was mystical woods smooth script which displays a sense of creativity and originality. The font choice was black because it creates a mystery and intriguing look (Bell & Ternus, 2022). From the logo, the choice of color, and font choice is a representation of Anthony Mota.

Anthony Mota's mission is to revolutionize streetwear fashion by infusing creativity, authenticity, and innovation, setting new trends with bold, high-quality designs. One will seek opportunities to collaborate with like-minded creatives, explore sustainable practices, and integrate cutting-edge technologies, aiming to become a leader in the streetwear segment. One significance lies in empowering customers to embrace their unique style and confidently express themselves, making each piece a statement of empowerment, inclusivity, and boldness. One strives to inspire, innovate, and create lasting impressions through excellence in design, customer satisfaction, and community impact. By redefining streetwear with stylish, meaningful designs, One lead with creativity and integrity, prioritizing customer expression and sustainable growth. One commitment to authenticity and individuality drives us to achieve a legacy of innovation, quality, and positive influence in the fashion industry and beyond.

**Personal Objectives**

1. **Obtain My Bachelor’s Degree**
* Participate in lectures, discussions, and assignments
* Passing BUF 4900 with a C or higher
* Completing internships with 250 hours
* Checking degree works and seeing advisement
* Study for and pass midterms
1. **Take Better Care of My Health**
* Exercise regularly
* Waking up early even on weekends
* Drink more water / Eat more fruits
* Get enough sleep
* Cut down on fast food
1. **Travel Around the World**
* Set a goal
* Set a budget
* Choose your destination
* Plan your itinerary
* Book your travel
1. **Be Financially Responsible**
* Reduce unnecessary spending
* Pay bills on time
* Have an emergency fund
* Keep a strong credit history
* Eliminate debt
1. **Create a Work / Life Balance**
* Take time off
* Prioritize what truly matters
* Improve time management
* Flexible schedule
* Plan ahead

**Professional Objectives**

1. **Get an Internship**
* Determine career goals and interests
* Do research about the companies
* Write a personalized cover letter
* Be present and active on LinkedIn or Handshake
* Review social media presence
1. **Get A Job in the Fashion Industry**
* Build skills
* Create a portfolio
* Network
* Gain experience
* Be present online
1. **Go To Graduate School**
* Choose programs to apply
* Research Universities
* Set goals
* Request transcripts and recommendation letters
* Take the test
1. **Take Fashion Design courses**
* Research and Inspiration
* Sketching and concept development
* Creating a technical drawing
* Choosing fabrics and materials
* Creating prototype
1. **Be Apart of Fashion Runways**
* Network
* Build industry connections
* Work in the industry

|  |  |  |
| --- | --- | --- |
| **STRENGTHS*** Creative
* Time Management
* Team Player
* Determined
* Responsible
 | **SWOT** | **WEAKNESSES*** Lack of technical skills
* Procrastination
* Struggle with budgeting
* Public speaking in large settings
* Impulsive
 |
|  |  |  |
| **OPPORTUNITIES** * Location advantage
* Appropriate fashion
* Fashion Week
* Numerous fashion events in New York
* Diversity
 |  | **THREATS*** Location creates competition
* Competition from other schools
* Less experience
* Lower pay due to recession
* Global events
 |

* Develop a personal brand
* Volunteer or Intern

**References**

Bell, J. A. (2022). *Silent selling*. Bloomsbury. <https://www.bloomsbury.com/ca/silent-selling-9781501368004/>

Yalanska, M. (2022, November 4). *Color psychology in branding - understanding the power of color: Uxcel*. RSS. <https://uxcel.com/blog/beginners-guide-to-color-psychology>