

Guadalupe Guerrero

Your Brand Image

BUF 4900

New York City College of Technology



Pita G identifies as a proud Latin American artist with analytical and critical thinking while being an eco-conscious individual. Pita G seeks to grow and learn from past failures to avoid the same mistakes. One of the characteristics includes adaptation, patience, and risk-taking that keeps an open mind to new ideas. The logo contains three colors, which represents the individual personality and favorite color. In Spanish, the meaning of the name Pita is the abbreviation of Guadalupe.

Pita G mission statement is a cleaner tomorrow by including fashion that uses more sustainable practices and biodegradable fabrics in everyday life. One of the ways to look at it is “One can only fail when they quit trying, aim for a better future without causing any harmful outcome.” Pita G values family, hard work, honesty, and integrity that creates effective leadership. Pita G is about embracing innovation and accept any challenges that may come about. Pita G wants to encourage and build excitement for everyone through sustainability awareness and global knowledge and construct a future for the next generation by seeking more knowledge in this field.

Pita G personal objectives involve graduating Business and Technology of Fashion for a baccalaureate degree at the New York City College of Technology. Studying at the university taught Pita G that fashion revolves around the world, in both negative and positive ways.

Another personal objective is to bring sustainability awareness and share knowledge of the basic tenets of sustainability and social responsibility. In order to promote eco-friendliness to encourage individuals, one would have become more diverse. Therefore, traveling around the world would be another personal objective. Pita G personal objective would like to study and learn a foreign language. Lastly, Pita G personal objective is to live a healthy lifestyle and grasp self-love. This would help tie into eco-friendly and sustainability because the ultimate goal is awareness of fewer chemicals both outside and inside of the body. Pita G would like to achieve this and provide a caring and supportive environment for the family.

Pita G objective is to help the Earth by practicing sustainability in creative ways. One of the professional short term goals Pita G seek is to develop excellent general written communication skills. To have a better understanding of process, creation, production, and marketing, Pita G goal is to attend graduate school and Master in Science and Textile at The New School Parsons. Pita G professional goal is to work in the textile industry and gain experience in international development. To gain knowledge and awareness of what is going on around the world, Pita G goal is to read current international events and attend workshops and events. Lastly, Pita G ultimate professional goal is to create a sustainable business in the textile industry.

Personal Goals:

1. To obtain a Baccalaureate degree at New York City College of Technology, Pita G must study hard and successfully pass all the classes with outstanding grades.

2. To share and engage in sustainability awareness, one would volunteer at events, workshops, and programs in New York City.
3. Before traveling international, one would create a budget list and focus on traveling either in Asia or Europe.
4. To learn a foreign language, one would like to master Italian or Korean language fluently. One would read books on how to speak and write in those languages. Practice with someone who speaks the language and watch shows/movies with subtitles.
5. To obtain a healthy lifestyle, one would begin to eat healthier organic food, exercise three times a week. For self-love, one would start to set boundaries, practice good self-care and learn how to forgive yourself.

Professional Goals:

1. To improve and develop excellent written communication skills, one would read journal articles and books four times a week, sort it out and identify the main message. Practice and create brief drafts of analysis or thesis for a story.
2. To attend graduate school, one would begin to write cover letters, improve resume and recommendation. Apply graduate school that obtains any textile industry and gain experience of the field.
3. To gain experience at an international development in the textile industry, one would study and research technology, and identify textile texture by product knowledge. One would also volunteer or work overseas.

4. To grow and educate individually, one would read and watch current international event daily through newspaper articles, news, and social media.
5. To create a sustainable business, one would create a business plan and build a network connection with experts in the field of sustainability or the textile market.