Jasmilex Sanchez Guzman

4/5/19

BUF 4900

Dr. Alyssa Adomaitis

Revised

**Brand Image**

**What is your brand?**

My brand is for a woman who is willing to learn to self- love and overcome any fear and obstacle in life. My brand will show others that when you set your mind into something, you can achieve it and that sky is the limit and one can go beyond. I am a person who will admits when their wrong and find a way to make it right, ambitious, dependable, unselfish, passionate, and open-minded to learn ideas. I want to open endless possibility for people who struggle with self-love and making sure that they learn their worth through my brand message.

**Mission Statement**

Jasmilex Sanchez is a person who’s interested in the field of fashion and business. She wants to use her knowledge of what she has learned from marketing, to visual merchandising to applying those projects towards her fashion business. Jas wants to spread love and joy to others who have gone through a rough patch in their lives. Jas wants people to know that no matter how hard life gets, how complicated a situation is, one can overcome anything and everything. Jas wants to impact people lives with making them feel safe, loved and cared about.

**Personal & Professional Objectives**

* Engage in a program for people with mental illness and bullying
* Help future designer start own business and ideas
* Have a brand that has a meaningful message to others
* Offer job opportunities and or internship to college graduates