



Ms. Martinez is an ambitious and creative young woman who works hard to achieve her goals. Martinez is a daughter, student, and granddaughter. Martinez is a creative person; she will see colors or artwork from famous printers and create her fashion designs. Martinez's colors are red and yellow. Her color is "Red is powerful and loving" (Yalanska, 2022), and "yellow is sunshine and glowing" (Yalanska, 2022). The KM logos are designed with a modern and minimalist approach, incorporating clean lines and sleek typography to convey a sense of sophistication and professionalism (Bell, 2022). The logos feature a balanced combination of the letters "K" and "M," creatively intertwined to form a distinctive and memorable symbol that reflects the brand's innovative and dynamic identity. Martinez represents hardships, resilient, and stands out from the rest. At the same time, she is obtaining a baccalaureate degree in Business and technology of fashion at the New York City College of Technology.

Martinez is a passionate student and aspiring fashion designer dedicated to creating innovative and sustainable fashion that empowers individuals to express their unique identities. Her mission is to blend artistry with practicality, using ethically sourced materials and inclusive designs that cater to diverse body types and styles. She envisions a world where fashion serves as a means of self-expression and a platform for social change, promoting awareness around environmental issues and encouraging a responsible approach to consumption. Through her work, she aims to inspire others to embrace their individuality while fostering a community that values creativity, sustainability, and inclusivity in the fashion industry.

Personal goals

- *Getting my first apartment*
 - *It fixes my credit score*
 - *Stopped spending on unnecessary items*
 - *Saving money*
 - *Searching for homes*
 - *Home tours*

- *Planning retirement for my mom*
 - *Asses financial needs*
 - *Income sources*
 - *Create a budget*
 - *Researching investment options*
 - *Plan for healthcare and long-term care*

- *Graduate school for masters*
 - *Research programs*
 - *Prepare for admission requirements*
 - *Apply for program*
 - *Securing financial aid*
 - *Prepare for graduate school life*

- *Starting family*
 - *Discuss my goals and values with my panther*
 - *Financial situation*
 - *Plan for health and well-being*
 - *Create a support system*
 - *Prepare to be parents*

- *Getting a job*
 - *Identify my career goals*
 - *Update my resume*
 - *Network and connect*
 - *Apply for jobs*
 - *Prepare for interviews*

Professional objective

- *Starting my online brand*

- *Define my Niche*
- *Branding and Identity*
- *Develop my Products or Services*
- *Build my Online Presence*
- *Launch and Promote*

- *Develop a signature style.*
 - *To identify my personal preferences,*
 - *study the styles of fashion icons or designers I admire to gain inspiration and insight into different approaches to fashion.*
 - *Experiment with different looks*
 - *And invest in staple pieces that form the foundation of your wardrobe and can be mixed and matched with other items.*
 - *Incorporate unique touches, whether it's through accessories, statement pieces, or even customizing clothing to make it my own.*

- *Mentor young fashion designer.*
 - *Establish a supportive relationship.*
 - *Provide guidance*
 - *Encourage professional development*
 - *Networking opportunities*
 - *Set goals*

- *Diversify my portfolio*
 - *Asses my current portfolio*
 - *Explore different styles*
 - *Design different body types*
 - *Create a range of product categories*
 - *Collaborate with other creatives*

- *Develop goals for the online brand.*
 - *Specific on products*
 - *Sizeable for my products*
 - *Realistic*
 - *Attainable*
 - *Time-bound*

SWOT Analysis

Strengths

- Teamwork
- Communication
- Problem-solving
- Helping others
- Creativity

Weakness

- Finding a job
- Competition
- Inflation
- Time management
- Lack of confidence

Opportunities

- Living in the fashion capital of New York
- Networking
- Working in fashion
- Handshake app
- Collaboration

Threats

- Competition
- Downsizing
- Being let go
- Not enough work-life balance
- Office policies

Professional objectives

Bell, J. A. (2022). *Silent selling: Best practices and effective strategies in visual merchandising*. Fairchild Books.

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