

Yancel Valladares is organized, energetic, bold, and daring. As a daughter, Valladares knows the responsibility one must bring honor to one's home with hard work and dedication. She has passions for creativity, meditation, her career, modeling, and finding ways to help people. Valladares has been known for being a great multitasker, an excellent organizer, a faster learner, and great at communication and problem solving. She is currently preparing to graduate with a Baccalaureate degree in Business and Technology of Fashion from New York City College of Technology (CUNY).

The logo as shown above demonstrates the brand's interests in classic looks with the use of the colors black and white. Although, it also assists in demonstrating the brand's reputation for sophistication. The three different types of font represent the different styles Valladares might have, but certainly the same aesthetic. The fonts present are Black Gold, Anastasia Script, and Ekushey Sharifa. The only letter in cursive, Anastasia Script, references back to having a classier

edge to the brand, while Black Gold and Ekushey Sharifa are kept bold but neutral. The initials “YV” are written diagonally to demonstrate a strong and dynamic energy. All letters show a sense of balance in the way they are positioned (Bell, 2022).

Valladares has spent years studying the business of fashion and strives to assist in bringing more diversity into the industry. With certifications in leadership and responsible conduct research, she believes these skills will benefit this goal in the future in finding new ways to include a variety of talents that the industry could use. Fashion courses have assisted her greatly in her role as a social media intern with having knowledge of marketing, public relations, target markets and trend forecasting. Coming from a family who immigrated to the United States from Honduras, there were little opportunities for her family to have a stable source of income while doing what they loved. Regarding this, it is the very reason she values hard work and honesty. She hopes to empower a community to believe and achieve their dreams as well as give them a space and opportunity where they can accomplish this. She would like to create a brand where everyone’s creativity and skills are embraced.

To fulfill this mission statement successfully, there are also specific personal and professional objectives and goals that would have to be carried out. Stating them are essential to comprehend the hard work and dedication that has been invested in this brand.

Objectives:

- Time management
  - Goals will be achieved faster.
  - Work will be prioritized.
  - More is accomplished in less time.
  - Reduce stress.

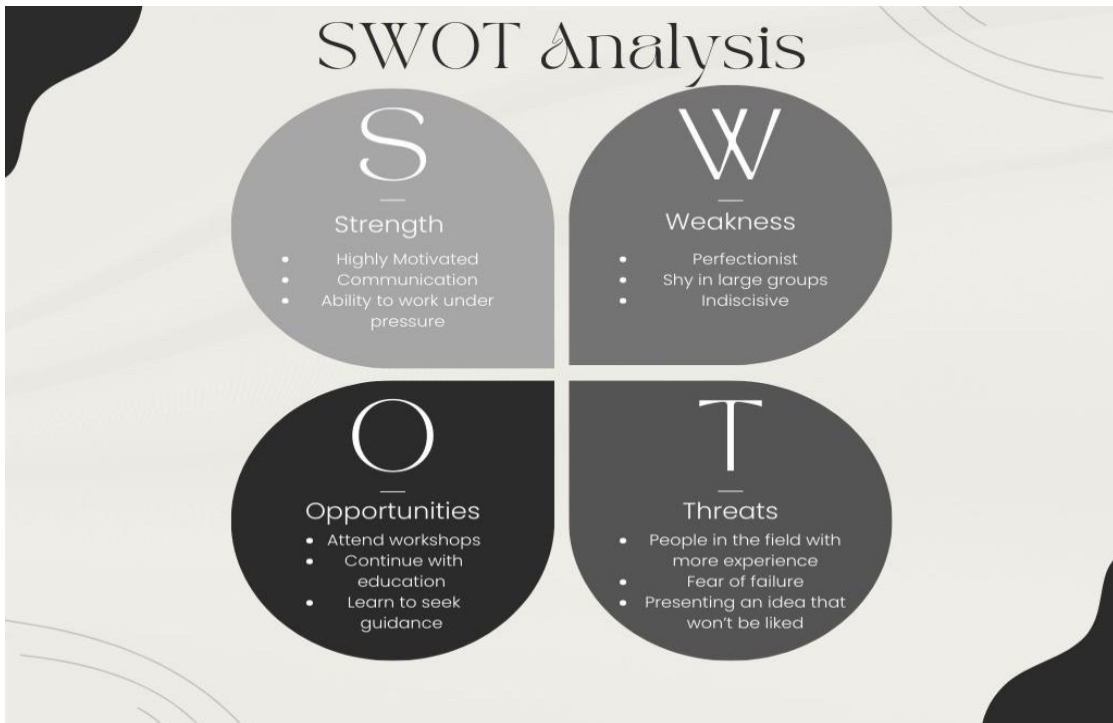
- Prevent procrastination with work.
- Industry webinar
  - Increase audience engagement.
  - Assists in reaching a wider audience.
  - Assists in increasing brand credibility.
  - Knowledge is spread faster and easier.
  - Increases visibility of brand
- Saving money
  - Provide an opportunity to give to communities.
  - Achieve financial goals.
  - Protect the brand from unexpected market setbacks.
  - Saved money provides added cash flow that could be needed to grow.
  - Provide a cushion for changes in the industry.
- Travel abroad
  - Expand knowledge of the cultures of the world
  - Encourage more creativity.
  - Learn different levels of communication skills.
  - Become accustomed to other types of living environments.
  - Develop international relationships/connections.
- Healthier Diet
  - Increase productivity with work.
  - Improve teamwork.
  - Increase self-esteem.

- Maintain a positive work environment.
- Positive attitude in decision making.

Goals:

- Portfolio expansion
  - Growth opportunities
  - Career advancement
  - Increase brand awareness.
  - Connect with different consumer markets.
  - Differentiate the brand from competitors.
  
- Enhancing leadership skills
  - Improve emotional intelligence.
  - Effective communication
  - Improved performance as a team
  - Boost overall productivity and efficiency.
  - Build on confidence.
  
- Obtaining certifications
  - Create more networking opportunities.
  - Sharpen business skills.
  - Showcase the commitment to professional development.
  - Increase earning potential.
  - Maintain a competitive advantage.
  
- Own a business.

- Can build equity.
- Build independence.
- Become my own boss therefore having my own schedule.
- Be in control of the brands sustainability.
- Be in control of the brand's core values.
- Become a mentor.
  - Understand new perspectives to keep the brand relevant.
  - Gain a good reputation.
  - Learn and find new professionals that could be useful for the brand.
  - Provide mistakes and lessons learned to mentee.
  - Provide open doors for others in the industry.



## References

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