



VIOLET BOOK OF BUSINESS

PRESENTED BY CHASE 



EXECUTIVE SUMMARY

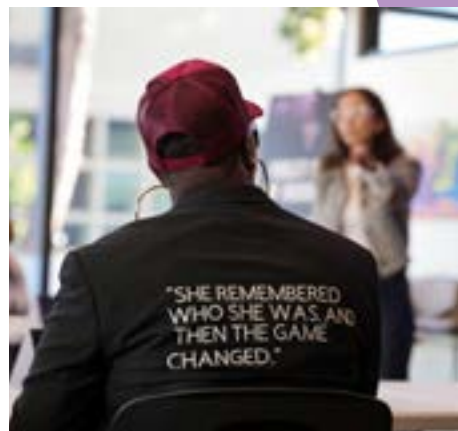
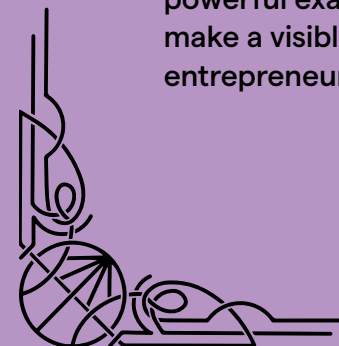
The Violet Book of Business

The Valkyries and Chase share a deep commitment to investing in local leaders and empowering female entrepreneurship. That's why we created the "Violet Book of Business." This program represents a strategic collaboration designed to champion and accelerate the growth of exceptional women-owned businesses in the Bay Area.

Our goal is to provide critical resources to equip, amplify and promote these businesses to directly impact the local economy. The program aims to cultivate a thriving business ecosystem, strengthen community bonds and drive organic client acquisition from a new generation of female founders inspired by this impactful support. Beyond education and funding, the program elevates entrepreneur stories through Golden State Valkyries channels, providing an invaluable platform for visibility and greater community support for women-owned businesses.

In the program's inaugural year, the entrepreneurs participated in a series of transformative workshops with expert business coaching. Educational topics spanned pricing for profitability, managing expenses, marketing tactics, growth strategies and more. We wanted to give actionable insights for individuals to successfully operate and scale their business. The program culminated in a pitch competition with one standout entrepreneur earning a monetary grant award.

"The Violet Book of Business – 2025 Edition" serves as a Bay Area business guide for locals and visitors alike. This program is a powerful example of how a sports team and a brand can partner to make a visible and positive impact, which in turn, can inspire new entrepreneurs for generations to come.



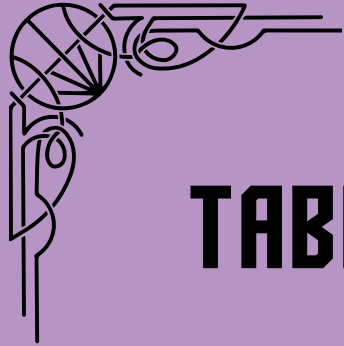
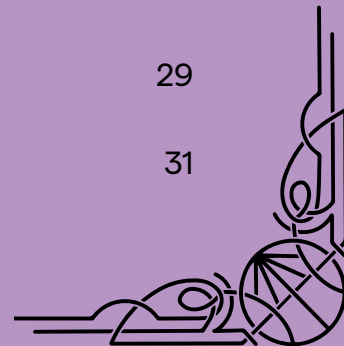


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SUSY CUSTOM CAKES

San Jose, CA
susycustomcakes.com

Susy Custom Cakes is not a traditional bakery; it is a creator of personalized cakes, each crafted with passion and dedication. Every cake is unique in both its design and flavor.

The bakery offers personalized cakes based on a family recipe that provides a unique flavor, as they are made with love and passion. All cakes are made from scratch, never from cake mix flours, ensuring an exceptional experience for customers during their special celebrations. With years of experience in Mexican homemade cake, the bakery has a unique foundation.

However, being part of a community with rich ethnic diversity has inspired it to offer new and different flavors. Customer requests are welcomed as opportunities to learn new recipes, embodying a philosophy where “no” is not an answer. The goal is for customers to enjoy their cakes even more.

Susy Custom Cakes is committed to providing unique flavors and designs, dedicating time and effort to offer customers a distinctive and stress-free experience for the sweeter part of their celebration.

The business always prioritizes sourcing high-quality, fresh, and local ingredients while maintaining high baking standards and techniques to ensure consistent quality. It regularly introduces new and innovative baked goods, keeping the menu fresh and exciting with seasonal or limited-time offerings. This approach helps develop a unique brand identity that reflects the bakery’s personality and values.



Community engagement is a core value. Susy Custom Cakes supports local farmers, suppliers, charities, and collaborates with other local businesses. The passion for baking is showcased in all aspects of the operation, making customers’ experiences memorable and enjoyable.

Currently a licensed home bakery in San Jose, California, Susy Custom Cakes aspires to open its first storefront in the near future. The ultimate vision is to become a successful brand that is recognized worldwide.



Meet the Founder: **Azucena Gutierrez**

Azucena E. Gutierrez is a proud Mexican woman who grew up in a small town in Jalisco Mexico. Azucena, whose mother had a passion for baking, helped her mom bake cakes from a young age. Her mom had unique recipes that she memorized and never forgot. Love brought Azucena to the United States, ultimately settling in San Jose.

Beginning a new lifestyle, she had moved to a country with different traditions and language, but she never gave up. Inspired by community involvement, she enlisted into ESL school and started the journey into getting her High School Diploma. As a 2015 graduate, she began her baking journey in her kitchen serving family and friends. Azucena’s dreams of owning her own bakery became reality when she opened up her own business “Susy Custom Cakes” that is sold today all over the United States.

HOUSE OF KAROLINA

San Jose, CA
karolina-k-designs.myshopify.com

House of Karolina is the soul-led vision of founder Carolina Camacho, a lifelong maker, intuitive guide, and proud Latina entrepreneur. From a young age, Carolina discovered the power of creating with her hands—not just to craft beautiful objects, but to channel intention, feeling, and care into tangible form.

This brand is the culmination of her journey, blending creativity with spiritual insight. House of Karolina was born from a deep desire to share this energy, offering pieces designed not just to be worn, but to be felt and experienced. It is a space where craftsmanship and soulfulness meet.



House of Karolina is founded on the belief that the objects people choose to keep close carry an energy and become part of their story. For this reason, every offering from the brand is intentionally and soulfully handcrafted. Its jewelry is seen as more than an accessory; it is a companion for the wearer's journey, designed to resonate with their spirit.

Each creation is a blend of creativity and care, infused with its own story and purpose. The brand honors the intuitive process, allowing inspiration to flow from a place of authenticity and love. The result is a collection of goods meant to comfort, inspire, and connect the owner to their own inner wisdom.



Meet the Founder: Carolina Camacho

Carolina Camacho is the founder of House of Karolina. She is an angelic intuitive channeler, artist, and proud Latina entrepreneur. She creates handmade jewelry and sacred objects infused with intention, and offers spiritual guidance through one-on-one energy readings.

For many years, Carolina supported herself by creating and selling handmade goods such as jewelry, candles, and textiles, all crafted with care and deep emotional presence. Her spiritual work as a medium began later, after the loss of her beloved daughter, Jessenia. In that time of immense grief, she began to sense the unseen, connect more deeply with energy, and receive messages meant to guide and comfort.

Today, she channels those gifts to help others heal, release, and reconnect with themselves and their own inner light.

Clients first came to her home for readings and to browse her handmade pieces. Now, she offers spiritual sessions online and in person, and brings her creations to pop-ups and events across the Bay Area.

HOUSE OF SHEE

Oakland, CA
www.sheeapparel.com

SheeApparel is for women who were created without limits—those seeking to embrace their authentic selves with unshakeable confidence and a clear sense of purpose. It serves the woman who is ready to live fully, thrive unapologetically, and own her power in every aspect of life. SheeApparel offers a collection of empowering apparel and accessories meticulously designed to inspire self-love and build resilience. More than just clothing, each item is a statement of intent and a tool for empowerment.

Unlike conventional fashion brands, SheeApparel creates ‘armor.’ Each piece is intentionally crafted to serve as a powerful, daily reminder of the brand’s core motto: “Leave Nothing On the Table Sis!” This apparel is designed not just to be worn, but to be felt—acting as a catalyst for courage and a symbol of a woman’s inner strength. It encourages her to pursue her goals, own her space, and realize her infinite potential.



The brand’s mission is to foster a community where a woman’s confidence never goes on sale, her self-worth is celebrated, and every individual feels seen, heard, and deeply valued. SheeApparel is committed to building a movement dedicated to collective strength, mutual support, and unapologetic success.

This mission is the bedrock of the brand. SheeApparel operates with an absolute and unwavering dedication to the women it serves, ensuring that every aspect of its work reflects a profound commitment to their empowerment. The brand’s dedication to its community is absolute.



Meet the Founder: Diedre Curry

Diedre is a dedicated Purpose Pusher with the audacity of creating space for women to redefine themselves, take up space, and thrive through apparel that evokes the notion of playing small. Through her strong faith, Diedre founded SheeApparel® which saved her life.

Diedre needed a space where she felt safe, a space where she could love herself the same way she gave love to others, a space where she could feel valued and not ashamed of starting over.

Diedre’s faith showed her that her story is not defined by what happened to her but by who she would become if she allowed herself to trust in her faith. SheeApparel was created to amplify voices and hold space for the voiceless. Diedre’s collection of hoodies, t-shirts, sweatshirts and earrings is designed to help individuals change in how they view and see themselves. In her own words: “Our armor covers us as we bridge the gap between who we were when we felt small and step into who we were created to become by owning everything that embodies us to be unapologetically unstoppable.”

GOLDEN BAY ACUPUNCTURE

Berkeley, CA
www.goldenbayacupuncture.com

Golden Bay Acupuncture is dedicated to empowering individuals to heal, thrive, and reach their fullest potential. The practice is founded on the principle that true health is the bedrock of success, supporting the development of strong and resilient leaders within the community. By moving beyond temporary fixes, the focus is on building a foundation for sustained well-being that allows individuals to excel in every aspect of their lives, from athletic endeavors to professional pursuits.

Specializing in Sports Acupuncture, the practice utilizes a holistic approach designed to accelerate recovery from injuries and significantly enhance athletic performance. This is achieved by focusing on key physiological systems, including regulating the nervous system to promote healing, expertly relieving muscular tension to restore mobility, and providing personalized diet and lifestyle recommendations. This comprehensive strategy addresses the root causes of physical limitations, ensuring more effective and lasting outcomes for athletes and active individuals.



At Golden Bay Acupuncture, the client experience is paramount. Every individual receives a tailored Treatment Plan crafted with empathy and a deep understanding of their unique anatomy and physiology. This personalized care is rooted in a firm commitment to evidence-based practices, blending traditional wisdom with modern scientific knowledge. Clients can expect a collaborative and supportive partnership dedicated to achieving their specific health and performance goals with confidence.



Meet the Founder: Gabi Curbelo

As a lifelong competitive athlete, Gabi has learned the value of perseverance and resilience. Missing an entire college soccer season due to a torn ACL and dedicating herself to the demanding recovery process has shaped her approach to both sports and life. Gabi was also honored to play professionally with the Puerto Rican women's soccer team, an experience that deepened her passion for the sport and broadened her perspective as an athlete. Today she continues to play competitively and understands the importance of consistent self-care, incorporating bodywork and dynamic strength training.

Her extensive studies in orthopedic and sports acupuncture with Dr. Jenny Nieters, team acupuncturist for the San Francisco 49ers and St. Mary's College rugby team have furthered her appreciation for the complexities of the human body and the unique demands of athletic performance.

Her practice is dedicated to helping athletes and active individuals recovery, perform, and thrive at every stage of their journey.

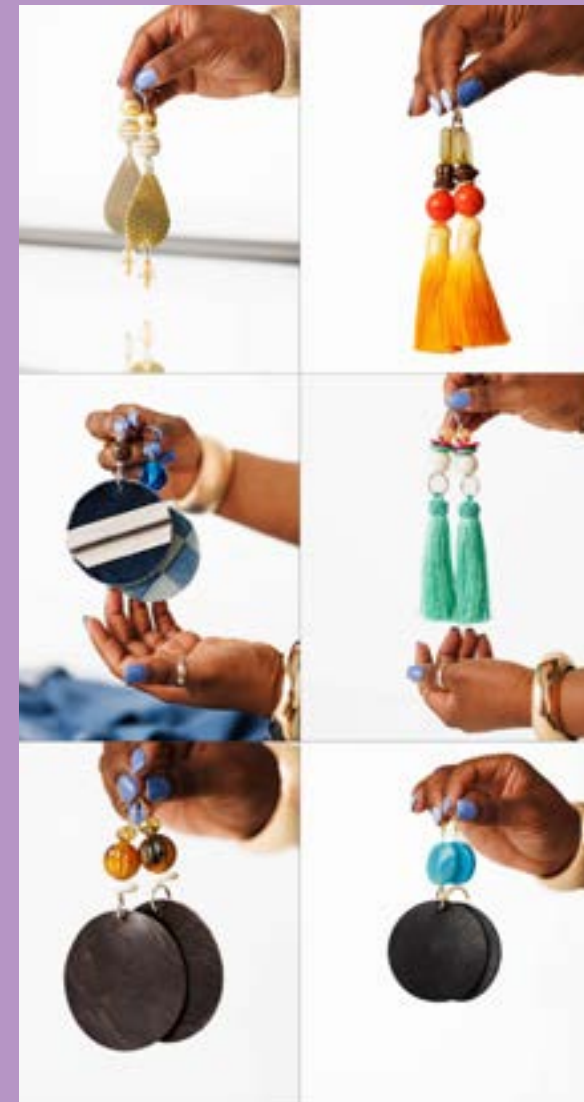
GYNELLE'S CLOSET

Hayward, CA
www.gynellescloset.com

At Gynelle's Closet, the mission is to design bold, one-of-a-kind accessories that celebrate individuality and spark meaningful change. Each piece is handcrafted from upcycled materials—intentionally created to reduce waste, honor personal style, and reinvest in the women and communities they serve.

No two earrings are alike; every design tells a story and is made with someone special in mind. These wearable works of art empower women to stand out, express their truth, and take up space with confidence. With sustainability and purpose at its core, Gynelle's Closet turns recycled resources into luxury statement pieces that are as impactful as they are beautiful.

Gynelle's Closet™



Meet the Founder: Gynelle McBride

Gynelle McBride is the founder and creative force behind the bold accessories brand, Gynelle's Closet. A veteran makeup artist and a lifelong advocate for diversity, she has dedicated her career to celebrating individual beauty and authentic self-expression. Gynelle's deep experience in artistry, combined with her passion for inclusion, provides the foundation for her brand. She designs with a clear and powerful intention: to create pieces that help women stand out, feel seen, and embrace their unique identity with confidence.

Gynelle's Closet is known for its one-of-a-kind, handcrafted statement earrings that are designed to be more than just accessories—they are declarations of style and self-assurance.

Gynelle creates wearable art that commands attention, sparks conversation, and celebrates individuality in its purest form. Every piece is infused with purpose, intended to make the wearer feel powerful, seen, and utterly unforgettable.

SHADE RAYZ

San Jose, CA
www.shaderayz.com

At Shade Rayz, the brand is not only an advocate for sun protection; it is a keeper of the environment it adores. Its dedication extends beyond personal care to the preservation of the planet's oceans, reefs, and wildlife. Shade Rayz is committed to being an inclusive skin care brand for all people.

Unlike traditional sunscreens, Shade Rayz is infused with hyaluronic acid to bring anti-aging benefits to the skin. A natural humectant that locks in hydration, hyaluronic acid allows the sunscreen to go deeper into the skin while providing broad-spectrum UV protection that is compatible with all skin types. The brand's anti-aging sunscreen leaves the skin moisturized with a radiant glow, making sun protection a luxurious experience. Its fresh coconut scent transports the wearer to a tropical getaway. With a lightweight and smooth feel, Shade Rayz sunscreen leaves the skin feeling nourished and silky soft.

For 100% organic sun protection, the brand also offers a mineral sunscreen formula that contains anti-aging complexes and leaves no white cast. This formula is gentle on sensitive skin, featuring a non-greasy texture that glides seamlessly onto the skin and absorbs quickly with no residue or shine. The mineral sunscreen shields skin from harmful UV rays with easy, streak-free application and even coverage, making it ideal for active, on-the-go adventurers.



Shade Rayz products are carefully crafted to provide superior sun protection for individuals, their families, and the environment. The brand does not use harmful chemicals and toxins that pose a risk to personal health or the planet's well-being. Its sunscreen is free from oxybenzone, octinoxate, and parabens, which can irritate the skin and damage the environment. In compliance with Hawaii Act 104, Shade Rayz sunscreens are vegan and reef-safe. Even its bottle is eco-conscious, and the packaging is 100% recyclable.

Shade Rayz is more than a sunscreen company; it is a brand that celebrates adventure and the power of connection, believing the best adventures are the ones shared with others.



Meet the Founder: Kristan Kelly

Kristan Kelly is the founder and CEO of Shade Rayz, a sunscreen company dedicated to creating clean, environmentally responsible sun protection.

Inspired by her breast cancer journey, their founder Kristan found solace and strength in the great outdoors. While she spent time healing in nature, Kristan was conscious about the chemicals that her body was absorbing. Never truly happy with other products, she decided to create her own sunscreen. Shade Rayz sunscreen is the result of her resilience as a fearless entrepreneur to carefully craft effective sun protection to accompany on all adventures.

As a lifelong Bay Area resident and San Jose State alumni, Kristan is dedicated to giving back to her community. She works with local student organizations to plan philanthropic events supporting cancer foundations.

COCOACENTRIC

San Francisco, CA
www.cocoacentric.com

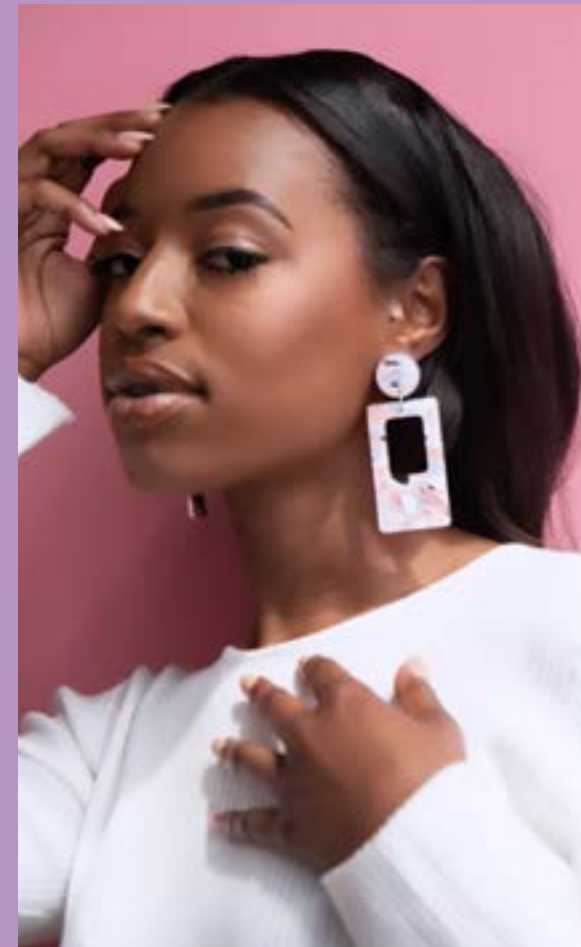
COCOACENTRIC is a Black woman-owned jewelry brand where storytelling meets adornment. They create bold, meaningful everyday luxury pieces that celebrate the richness of identity, heritage, and self-expression. Each design is a reflection of the wearer's inner strength, beauty, and individuality.

The artful, accessible jewelry pieces empowers people to feel seen, celebrated, and connected to their roots—while championing cultural pride, sustainability, and everyday luxury. Inspired by global Black diasporic traditions, COCOACENTRIC pieces are rooted in culture and modern ritual. Beyond the crisp craftsmanship curated by skilled artisans is responsible practices that respect the Earth through high-quality recycled materials that last.

COCOACENTRIC is more than jewelry—it's a movement rooted in giving back, showing up, and pouring into underserved communities. Through storytelling, service, and soulful style, they build meaningful connections that uplift and inspire.



COCOACENTRIC



Meet the Founder: LaToya McInnis

LaToya McInnis is the visionary force behind COCOACENTRIC — a San Francisco-based jewelry designer, fashion stylist, and vintage collector whose work is steeped in elegance, culture, and meaning. With nearly a decade spent as a jewelry merchandiser for major commercial brands, LaToya developed a sharp eye for detail and a deep understanding of how adornment speaks to identity, legacy, and power.

Her journey began in the world of styling, curating rare and iconic fashion pieces from the 1960s through the early '90s. Guided by a love for soulful nostalgia and expressive design, she built an archive that bridges eras—blending vintage treasures with contemporary edge for private clients, editorial spreads, and cultural tastemakers.

COCOACENTRIC is her debut collection—a refined yet rebellious celebration of heritage, artistry, and the beauty of bold Black femininity.

A ROMO'S CAFÉ

Hayward, CA
www.aromoscafe.com

At A Romo's Café in Hayward, they blend the richness of Mexican heritage with the comfort of humble beginnings. Every cup and every bite is made with pride from locally roasted Oakland coffee beans to beloved customer favorites like the Chicken Chipotle sandwich, hearty Cobb Salad, the flaky Kahlo Croissant, and their signature Chia Pudding.

More than just a café, A Romo's Café is a space that embodies the spirit of Mexicanidad, a vibrant celebration of cultural identity and pride, deeply inspired by the art and legacy of Frida Kahlo. Her presence throughout the café serves as a tribute to their roots, reminding them to honor tradition while embracing creativity and resilience. When customers walk through their doors, they want them to feel as if they've stepped onto the patio of their home in Mexico; warm, familiar, and full of soul.

And now, they're excited to share more through their new kitchen — A Romo's Kitchen — where they serve flavorful plates, classic taquería favorites, and selected café items like breakfast, crepes, sandwiches, and salads.

They hope that with every sip and every dish, customers feel the warmth of their culture and the heart of their home.

A ROMO'S
KITCHEN



Meet the Founder: Laura Hernandez

Laura aka "La Peque" a proud Latina from San Juan de los Lagos, Mexico. As a little girl, Laura helped her family run a shop where she got interested in helping and talking to local customers and tourists. Laura is super proud of her Mexican heritage, a combination of colorful and humble people. She loves celebrating the Dia de Los Muertos as it portrays the authenticity of her people.

Since Laura moved to the USA she has resided in East Oakland. Laura loves East Oakland as it is filled with a diversity of cultures and what is more important she sees how her people work hard to preserve their heritage.

For over fifteen years, Laura has ventured from a fashion shop, and cleaning services franchise, to now owning her coffee shop A Romo's Cafe, and a cloud kitchen service A Romo's Kitchen in Hayward where she enjoys cooking and talking to her customers.

THE COLD BREW PROJECT

Palo Alto, CA
maria@thecoldbrewproject.com

The Cold Brew Project is a mission-driven startup redefining the massive coffee industry by making high-quality coffee quick, easy to enjoy, and accessible.

They developed a proprietary formula to bring out the natural sweetness in coffee and offer ready-to-drink cold brew on tap through a turnkey solution that includes keg deliveries, equipment and maintenance. They launched in 2024 by bringing cold brew as a perk that sparks connection and builds community in offices across the Bay Area. Today, they can be found in cafeterias, fitness centers, and other community spaces as they grow through a business-to-business model.

They source all their coffee from Colombia, where they work directly with farmers to select beans only from red, ripe coffee cherries. Then, they roast them slowly until the natural sugars are perfectly caramelized here in the Bay Area. Finally, they draw out their rich flavors by steeping the coffee in cold, pure water for 20 hours, delivering the signature, naturally sweet taste their customers love.

They founded The Cold Brew Project to do two things. First, they wanted people to discover something they never understood as a child growing up in Colombia—that coffee is naturally sweet! Second, they wanted everyone to have the power to make a huge impact on eliminating poverty just by drinking delicious coffee. They pay people well for the work they do, from the farmers who pick ripe coffee cherries in Colombia to the roasters who caramelize their coffee beans in the Bay, and everyone else in the long supply chain that extends from the mountains to the perfect cup.

Every glass is transformative and a taste of the sweetness of Colombia.



Meet the Founder: Maria Mejia

Growing up in Colombia, there were many things Maria loved about her country: the colors, the wildlife, and the people. There was, however, one thing she did not: the coffee. To her, it simply tasted bitter. That all changed when she tasted a cup unlike any other before. It wasn't bitter or sour; it was sweet, with a hint of chocolate and the scent of sweet tangerines. It rocked her life. Working in Texas, she knew something was missing, and that drew her back to the forests of the Andes Mountains, at the very heart of her country. That marked the beginning of her coffee journey. In Colombia, she was welcomed by the warmth of the coffee farmers and their families, who opened the doors of their homes. As she toured their finca (farm), she tasted the sweetened of a perfectly ripe, red coffee cherry. Spending time with the farmers showed her how compensating them for quality has the power to alleviate poverty among all those who work so hard to make our coffee delicious — transforming lives, families, and entire communities.

Maria studied at the Stanford Graduate School of Business where she founded The Cold Brew Project.

D-UNIQUE TOOLS

Oakland, CA
duniquetools.com

D-Unique Tools is a trusted purveyor of high-performance hardware solutions, available through leading retailers. Built for the demands of pros and the passion of DIYers, their tools combine rugged durability with thoughtful design. At D-Unique Tools, they deliver innovation, reliability, and support—every time.

Their mission is to empower individuals and professionals to build and create with confidence and to inspire creativity and passion in every project they take on. Their vision is to be the leading provider of innovative and reliable hand tools that empower every craftsman to shape the future of the industry and transform everyday projects into extraordinary results.



Meet the President/CEO: Nanette Hunter

Nanette Hunter is a native of Oakland, California. She is the President/CEO of D-Unique Tools Inc., a Bay Area company. She was instrumental in targeting and developing accounts with hardware stores and e-commerce. Nanette graduated from California State University, Hayward with a Bachelor of Science Degree in Criminal Justice Administration. She is also a graduate of the Dartmouth College Tuck Executive Education Program and UCLA Anderson School of Management Executive Education Program.

Nanette has been a participant in the Entrepreneur Mentoring Program, an Inc. Magazine and William J. Clinton Foundation Partnership. She authored the book *You Can Do It! Be Determined and Persevere*.

DESIGNS BY NATALIA

Alameda, CA
www.designsandeventsnatalia.com

This service is dedicated to transforming ordinary events into extraordinary experiences through visually stunning and custom-tailored decor. With a focus on creativity, elegance, and meticulous attention to detail, every design element is crafted to make a celebration truly unforgettable.

The Balloon Installation service creates stunning, large-scale balloon arrangements designed to add a vibrant burst of color, fun, and elegance to any occasion. Perfect for weddings, milestone parties, corporate functions, and grand openings, these custom designs are crafted to produce a memorable and celebratory atmosphere. Each installation is tailored to the event's specific theme and space, ensuring a unique and impactful visual statement that elevates the guest experience.

For events needing a definitive “wow factor,” the Bespoke Backdrop Design service offers custom creations tailored to any theme. The process is highly collaborative, involving close work with clients using inspirational images and specific color palettes to ensure every detail is perfect. The priority is to design and provide stunning, one-of-a-kind backdrops that serve as a focal point, enhance the event's aesthetic, and captivate guests from the moment they arrive.

The ultimate goal is to turn a client's vision into a breathtaking reality, ensuring every event is as unique and special as the people being celebrated.



DESIGNS BY
NATALIA
BALLOON ART AND DESIGN



Meet the Founder: Natalia Tirado

Natalia Tirado is the creative force behind Designs by Natalia, located in the vibrant Bay Area where she resides with her family. Her lifelong passion for decoration, coupled with a meticulous eye for detail, has driven her journey in the event decoration industry.

With over two years of dedicated experience, she blends creativity with the latest trends to craft memorable and stunning events. Her commitment to excellence ensures each project not only meets but surpasses client expectations, turning visions into extraordinary realities.

BELLE NOIRE

San Francisco, CA
www.bnoireshop.com

Belle Noire translates to, “BEAUTIFUL BLACK.” The reason behind the name Belle Noire is that they collaborate with artists in Africa and the African Diaspora to curate and create wearable art. The founder travels to work directly with the artists to ensure that each piece is not only beautiful, but of the highest quality, and ethically produced. These exquisite pieces can be purchased at pop ups, online and in select boutiques and art galleries. As an added benefit, a curated collection can be customized specifically for an organization or group.

Belle Noire curates ethically crafted accessories that celebrate the beauty and brilliance of Black culture. Each piece is handmade by women artisans from across African and the Diaspora, transforming traditional materials—like recycled glass, brass, cow bone, and beads—into wearable art. The Belle Noire customer is not just fashionable, she is conscious and proud to adorn artistic statement pieces that represents legacy, economic empowerment, and purpose. Every purchase directly supports artisan communities and funds programs focused on education, entrepreneurship, and economic development with a primary focus on women and girls.



At Belle Noire, empowerment starts with ownership. They create financial pathways for women and artisans by offering fair wages, entrepreneurial partnerships, and cross-border commerce through a growing collective. Businesses within the Belle Noire network now trade with one another across the African continent, activating a living economy rooted in Black creativity, collaboration, and global wealth-building. They also invest in the next generation through a mentorship program that teaches both the fundamentals of retail and essential financial literacy skills. By equipping young women with the knowledge and confidence to manage money, build businesses, and make informed financial decisions, they are actively creating leaders who will sustain and expand this legacy.

Their work is guided by intentionality, service, and impact. From community-based programs to curated collections, every facet of Belle Noire is designed to uplift and unify. They believe that adornment is not just about beauty, it's about claiming space, honoring culture, and using business as a vehicle for transformation. Through ethical practices and purpose-driven initiatives, they empower both the individual and the collective.



Meet the Founder: Nicole Williams

Nicole Williams is a visionary entrepreneur, cultural curator, and global changemaker. As the Founder of Belle Noire, she has seamlessly blended fashion, heritage, and empowerment to create a brand that does more than adorn—it awakens. A trained educator and seasoned stylist, Nicole launched Belle Noire with a mission rooted in advocacy, artistry, and a deep reverence for the beauty and brilliance of Africa and the African Diaspora.

With over 15 years in the fashion industry, Nicole witnessed firsthand the scarcity of Black representation in design houses and major retailers. That reality fueled her commitment to seek out, support, and ultimately center Black makers.

Nicole received the Summit Award for Paramount Business Achievement from En2Action and been featured in the San Francisco Chronicle and Nob Hill Gazette.

GELATO BY PATRIZIA PASQUALETTI

Santa Clara, CA
www.patriziagelato.com

Everyone deserves a taste of happiness: from athletes seeking a wholesome treat to families looking for guilt-free indulgence, their gelato is the ultimate crowd-pleaser. Patrizia's gelato welcomes all dietary preferences with open arms. With dairy-free and gluten-free options, there's something delightful for everyone.

Their definition of true gelato is one that can be enjoyed without guilt, where the quality of ingredients and balance of flavors allow one to savor each spoonful, without feeling the need to overindulge.

The secret of Pasqualetti's gelato is that it's based on the ingredients. Its flavor comes from it. Its color comes from it. Its smell comes from it. So, choosing the right products is the first step for making a good gelato, as Patrizia's father used to say to his daughters.

Daily, they create naturally derived gelato made with expert craftsmanship.



Meet the Founder: Patrizia Pasqualetti

Patrizia Pasqualetti is a second generation gelato chef. She learned the art of making gelato from her father, Giuseppe, who, back in 1980, opened his first gelateria in Orvieto, a lovely hilltop town in Umbria, in the heart of Italy. Even though Giuseppe tried his hardest to keep his two daughters, Patrizia and Graziella, far from what he considered a man's job, he had to let his stubborn girls in his lab, teaching them his passion and creating what nowadays is a family tradition.

With her sister Graziella, Patrizia has always dreamed of taking her family tradition beyond Orvieto's walls. In the mid-2010s, Patrizia moved to Northern California and began exporting what today is an internationally recognized brand.

LB HOUSE OF BEAUTY

Bay Area, CA
www.lbhouseofbeauty.com

LB House of Beauty was created as a living legacy, a heartfelt tribute to the founder's very own fashionista, "eye-brow slaying" brother. His passion for fashion, beauty, and the industry's transformative power was immense, inspiring everyone he met. This brand was born to honor his vibrant spirit and continue his story, embedding his love for style and authentic self-expression into every product. It is a company built on a foundation of love and profound personal meaning, dedicated to celebrating the beauty in everyone.

Rooted in this authentic story, LB House of Beauty is curated by its founder, a licensed professional who deeply understands the unique needs of diverse skin tones and beauty goals. The brand's philosophy is to bridge the gap between efficacy and elegance. It meticulously combines high-performance ingredients with a distinct luxury appeal, delivering results-driven products that feel as good as they perform. The goal is not to create a uniform look, but to offer tools that celebrate individuality and elevate personal expression, ensuring every person feels seen, valued, and catered to.



LB House of Beauty makes a dual promise: to not only enhance one's outer beauty but also to provide the ultimate nourishment that the body craves. The products are designed to transform an everyday routine into an extraordinary ritual of self-love and care. This is an invitation to experience beauty that goes more than skin deep—a chance to embrace authenticity and care for oneself with products that are as meaningful as they are effective, turning simple moments into acts of personal devotion.



Meet the Founder: Tshara Ball

Tshara has been doing hair for over 20 plus years and in the beauty industry licensed for over 14yrs. Tshara started doing hair at the age of 15 and stays tapped into the latest trends to keep her skill set on point. LB House of Beauty is named after her late brother. She has promise to keep his name alive forever.

Tshara first started experimenting in her kitchen, blending various oils and herbs, to come up with a nourishing solution for her hair. The results were nothing short of magical. Her hair felt healthier, shinier, and more vibrant than ever before. She knew then that she had something special to share with the world. Then, she created a natural body butter after falling out of love with lotions across the market at retail stores. This butter has given her skin the love and nourishment it deserves. Today, she is proud to say that her products have helped countless individuals embrace their natural beauty and feel confident in their own skin.

LB House of Beauty has been at major events such as The Black Joy Parade, Laurel Street Festival, Juneteenth in LA, and Invest Fest in Atlanta.

