

A woman with dark curly hair, wearing a red dress with a white line-art pattern of faces, is sitting outdoors against a stone wall with green foliage in the background. She is looking directly at the camera with a serious expression.

Who said moms can't be entrepreneurs?

ZARISSA WINDZAK
Founder of Cargo Confetti

#SheDID[⚡]IT

Stimulating self-love among children of colour.

In fact, Zarissa was inspired by her own children. She noticed how **children of colour were poorly represented** and unfortunately couldn't/can't relate to many of the role models out there. Little did she know that one day she would change that and become one herself.

Apart from leveling up children's self-esteem, Cargo Confetti is more than just a shop to Zarissa. It goes way deeper than it may appear. **As a kid she dealt with insecurities as well, but working on her business puts those memories right where they belong, in the past.** Like a real boss lady she puts those negative happenings into positive vibes by contributing to make the world a better place.



***“I decided to build a brand
that represented the world
as it is and that would help
raise confident kids”***

— ZARISSA WINDZAK

#SheDID IT

Starting a business doesn't come with a guide. Like any entrepreneur you take risks, when diving into the business world. Surprisingly, Zarissa says that her biggest obstacle has been herself. Surely, many entrepreneurs would agree with her. She was swamped by doubts and self-criticism about everything relating to her business: *"Does anybody even need this?", "Am I going to lose too much money on this?"*. **What did she do to overcome this? Nothing. Yes, you read that right!**

Zarissa embraces the fact that just like everything in life, she and Cargo Confetti are still a work in progress, she makes mistakes and learns from them. I don't know who needed to hear that, but there you have it. Even more so, **she has big aspirations and sees her entrepreneurial future as bright as her pearly whites.**

“ I do think *my roots* shaped me into a person or business owner who doesn't easily give up and knows *to work harder*, because nothing in this world is given easily to a *woman of color*. ”

Cargo
Confetti

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