



Lifestyle Gear LLC

Background

Lifestyle Gear is your go-to custom print shop where we specialize in personalizing and crafting unique designs for various materials such as paper, fabrics, and metal. I started the business in 2020, inspired by the pandemic. The flea market where I worked at got shutdown, and with people still asking me about making T-shirts, the motivation to start my own business kicked in. My mom, who runs her own cleaning business, and my experience working at a print shop during my teenage years also played a significant role to understand what it takes to manage a business.

Lifestyle Gear offers custom T-shirts and accessories for individuals, schools, and businesses. What sets us apart is our focus on quality, attention to detail, and personalized designs. We use premium materials and professional-grade printing techniques for perfection. Our services include embroidery, silk screen transfers, sublimation, and silk screen printing.

Solution

The Miami-Dade Business Navigator Program, along with Branches, the Miami-Dade Chamber of Commerce, and other partners, have assisted me, particularly through informative workshops. These organizations have been instrumental in teaching me essential skills, such as how to prioritize, maintain organization, and implement effective marketing strategies. The workshops cover a wide range of topics, from attracting customers to creating business plans and organizing my back office. Financial support has been crucial too, helping with grants, QuickBooks training, and connecting me with valuable resources for advertising.

Regarding finances, I successfully secured various grants and loans with assistance from the Miami-Dade Business Navigator program. They guided me through the application process, ensuring the preparation and organization of all required documents for these financial opportunities.

From the Owner

“For anyone venturing into printing or starting a business in general, my advice is to join communities on platforms like Facebook, watch YouTube videos, and participate in organizations like The Miami-Dade Business Navigator Program, Branches, and Miami-Dade Chamber of Commerce. Take it one step at a time, focusing on a niche, and don't invest all your money at once. Master one thing, promote it, and then expand. It's essential to utilize all available resources, especially when starting small, and not to get overwhelmed with the multitude of options. Grow at a comfortable pace.”

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