

# HER COLLECTION

COLLECT.CONNECT.CREATE

SUMMER 2025 • ISSUE 2 • VOLUME 5

## HERSTORY



Featuring:

CAROLYN MAURICETTE

A story of resilience, connection, and amplifying  
authentic voices in film



## editor's note

### Sun, Serenity, and Self-Care: A Holistic Summer Journey.

As each week goes by, we draw closer to the warmth of summer, yet in Ontario, the weather seems hesitant to bless us with sunlight. I believe I'm not alone in saying that summer is my favourite season—not only for the longer days but also for the vibrant festivities that bring the city to life.

I fondly remember the carefree summers of my childhood, filled with family outings to amusement parks, food festivals, and visits from loved ones. The summers I treasured most were those spent down home in Nova Scotia, where the sense of freedom and wonder is something I hope to recapture this year.

This season, we're dedicated to embracing **calm**, **balance**, and **self-care** that nourish your overall well-being—mind, body, and spirit—throughout the lively summer months. At HER, we are committed to enhancing your experience and infusing the joy of summer into every page.

We are excited to share the story of Carolyn Mauricette, with whom I've had the pleasure of working with since my early coaching days. We are also welcoming back our founding member, Loveleen, in her new role as a wellness ambassador and movement expert. Together, we explore the gift of **fashion**, **beauty**, and **creativity** through fresh perspectives that celebrate the woman you are becoming. In our "What's New with HER" section, we are thrilled to introduce the **Blueprint & Bloom Masterclass**—your first step toward purposeful success that begins this season.

As we navigate these longer days (even without consistent sunshine), let's remember that summer is more than just the weather—it's a state of mind. It's about creating space for joy, nurturing our dreams, and embracing the lightness that comes from living authentically. Whether you're planning your next big goal or simply learning to savour quiet moments, this issue is designed to be your companion on the journey.

So grab your favourite summer drink, find a cozy spot, and let's embark on a season of growth, wellness, and limitless possibilities together.

With love and light, ✨

Janine

EDITOR IN CHIEF



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# From Darkness to Light: How Film Became A Path to Purpose

Sometimes our greatest challenges become the doorway to our deepest purpose. For Carolyn Mauricette, a journey that began with profound loss and personal struggle transformed into a mission that's reshaping the film industry and creating opportunities for underrepresented voices.

## Finding Light in the Darkness

Carolyn's story begins with heartbreak. After losing her mother and facing her own challenges in her twenties, she found herself in an even darker place following her father's passing. Agoraphobia set in, and the world felt impossibly small. But it was during this period of isolation that she discovered something that would change everything: film.

*"Film saved me during the darkest time in my life,"* Carolyn reflects. What started as a way to escape her reality became her lifeline, and eventually, her calling.

## An Unexpected Career Path

Carolyn's professional journey began in makeup artistry, but life had different plans. Her passion for movies, which had sustained her through difficult times, gradually evolved into something more. She began by blogging about the reality TV show *Face Off* and horror films, sharing her perspective and insights with others who shared her love for the genre.

Boldly sharing her opinion about a film showcased at a festival which checked every stereotype of marginalized people, Carolyn's unique viewpoint on the film captured the attention of a festival organizer, who realized the "blind spot" and invited Carolyn to step into the role of festival programmer—a role she never expected but one that perfectly aligned with her natural abilities and allowed her to work her way up the ladder, *"I was surprised at my success,"* she admits, touching on the impostor syndrome that many women experience when stepping into new territories. During this period she founded a lab for underrepresented individuals in the film industry—and that's where the magic started.



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## The Power of Connection

What sets Carolyn apart in the film industry isn't just her expertise—it's her extraordinary ability to connect people. She has an intuitive gift for seeing potential partnerships and facilitates introductions that create magic. Whether it's connecting filmmakers with producers or helping diverse voices find their platforms, Carolyn serves as a vital bridge in an industry that desperately needs more authenticity and diversity.

Her work extends beyond simple networking. She actively seeks out and amplifies voices from people of colour and other underrepresented groups in film, particularly those creating content beyond trauma-focused narratives. *"I want to help tell stories that show the full spectrum of our experiences and humanity,"* she explains.

## The Moment Everything Changed: Launching Access Threshold

In 2024, facing differences with her once-collaborator, Carolyn made the difficult decision to resign from a position that was now stifling her vision. But rather than seeing this as a setback, she viewed it as an opportunity to create something better.

*"When I sent my resignation letter, something remarkable happened, I felt lifted,"* she recalls, describing the energetic release that came with finally honouring her truth.

Almost immediately, the universe seemed to respond—congratulations poured in, and for a full month, people reached out asking, *"What are you doing now?"* New opportunities emerged, including a producer role on a film project. But it was during a particularly challenging day that the real magic happened.

Feeling overwhelmed, Carolyn reached out to Keda Edwards Pierre, a woman she had met by chance at an industry picnic. Their initial meeting was brief—Carolyn was leaving as Keda was arriving—but their connection left a lasting impression. A year later, Carolyn asked Keda to work with her at the lab, where they collaborated for two years. When Carolyn made the decision to leave the festival in her final year, Keda was also grappling with her own restrictive professional circumstances, where her voice went unheard. During their conversation, Keda confidently stated, *"You know, we can do this our own way."* That simple yet powerful declaration sparked a transformation for both women.

Having faced too many "no's" in environments that undervalued their contributions, they chose to create their own "yeses." From their initial meeting in December to launching their first event in June, they acted with remarkable speed and determination. Together, they founded Access Threshold—a name that beautifully encapsulated their vision of being both approachable and a launching pad for others seeking new opportunities. What began as two women supporting each other through professional challenges evolved into a movement aimed at creating opportunities for countless others.





This beautiful union demonstrates the concept of divine timing perfectly; coincidences can often serve as interventions. Carolyn's transformation from feeling isolated to becoming a connector and advocate stands as a powerful testament to the importance of pursuing your authentic path, even when it's unclear where it might lead.

### **Balancing Purpose with Practicality**

Inspired by her parents' contrasting lifestyles, Carolyn has always been motivated to pursue a career that balances practicality with joy. She understands that work doesn't have to be a choice between financial stability and personal fulfillment—it can be both.

*"I want to find fulfillment in my work, even in challenging environments,"* she shares. This philosophy has guided her through various roles and transitions, always keeping her focused on what truly matters: authentic connection and meaningful impact.



### **The Ripple Effect of Authentic Living**

Today, Carolyn stands as a powerful example of how personal struggles can transform into purposeful action. Her work in film programming, her advocacy for underrepresented voices, and her natural ability to connect people are all threads in a larger tapestry of authentic living.

Her story reminds us that sometimes our greatest gifts emerge from our deepest challenges. The agoraphobia that once kept her isolated ultimately led her to a career where she helps others find their voice and platform. The loss that once felt overwhelming became the foundation for a mission of connection and inclusion.

*Film saved me during the darkest time in my life, and now I get to help others through the power of authentic storytelling."*





## Living Your Purpose

Carolyn's journey offers powerful lessons for any woman seeking to align her life with her deeper purpose:

- **Trust the process:** Sometimes our path reveals itself gradually, through what we're drawn to during our most challenging moments
- **Embrace your natural gifts:** Carolyn's ability to connect people seemed effortless to her, but it's actually a rare and valuable skill
- **Create what doesn't exist:** When existing structures don't serve your vision, build new ones
- **Stay authentic:** Success built on authenticity is more sustainable and fulfilling than success built on conformity

As Carolyn continues to amplify diverse voices in film and create new pathways for underrepresented filmmakers, her story serves as a beacon for anyone who has ever felt lost or questioned their direction. Sometimes the very experiences that break us open are the ones that allow our true purpose to emerge.

About Carolyn: A film programmer, producer, advocate, and co-founder of Access Threshold, Carolyn is the Director of Canadian Programming for Fantasia International Film Festival and is dedicated to amplifying authentic voices from underrepresented communities in the film industry. Her work focuses on creating opportunities and promoting accessibility in the film industry, while supporting diverse storytelling that extends beyond traditional narratives.

follow IG: @accessthreshold



# Minding *HER* Business

## From Insight to Income: Transforming Your Customer Profile into Profitable Action

*The essential next steps every entrepreneur needs after identifying their ideal customer*

You've done the work. You've identified your ideal customer, mapped their pain points, and discovered your sweet spot in the market. But here's where most entrepreneurs get stuck—knowing WHO to serve but not HOW to serve them profitably. The gap between customer discovery and customer conversion is where dreams either flourish or fade.

If you're reading this, you've likely completed the customer profiling work from our previous article. Now it's time to transform that knowledge into tangible results. Let's bridge the gap between discovery and dollars with a framework that turns insights into income.

### Phase 1: From Profile to Pipeline

Your customer profile is your roadmap, but you need a vehicle to reach your destination. This is where your Customer Journey Architecture comes in—the strategic path that guides prospects from first awareness to loyal fans.

Start by mapping every touchpoint your ideal customer will have with your brand. Think beyond the sale: How do they first discover you? What builds their trust? What transforms them from browsers to believers?

The most successful entrepreneurs create what I call a "Value Journey"—a series of increasingly valuable interactions that naturally lead to purchases.

**For Product-Based Businesses:** Free valuable content (styling tips, recipes, tutorials) → sample or trial products → starter collections → premium product lines → VIP customer programs



**For Service-Based Businesses: Educational content or consultations** → discovery sessions or assessments → foundational services → comprehensive packages → ongoing retainer relationships

**For Experience-Based Businesses:** Behind-the-scenes content → mini-experiences or workshops → signature experiences → premium packages → exclusive membership access

The key is creating natural stepping stones that allow customers to experience your value at increasing levels of investment and commitment. Each step should deliver genuine value while building trust and demonstrating your expertise. ie interactions that naturally lead to purchase.

## Phase 2: Message-to-Market Mastery

Knowing your customer's demographics is just the beginning. True market mastery comes from understanding the three layers of customer communication:

Surface needs are what they say they want. Deeper desires are what they actually crave. Transformation promises are what they dream of becoming.

For example, a professional woman might say she needs "better time management" (surface), but she actually desires "confidence in her choices" (deeper), and dreams of "living purposefully without overwhelm" (transformation).

Your messaging should speak to all three layers, but lead with transformation. When you promise the life they envision, you're not just selling a product—you're offering a new identity.



By taking action,  
you are one step closer to the life  
you always desire!

## Phase 3: Engagement Activation

Moving from knowing your audience to actively engaging them requires intentional community building. The most powerful tool in your arsenal? Creating meaningful spaces where your ideal customers can connect with each other—and with you.

The key is fostering genuine relationships that naturally lead to business growth. This isn't just about building followers; it's about creating a supportive community where people feel valued, heard, and inspired. Whether through online platforms, in-person gatherings, customer appreciation events, or interactive experiences, focus on bringing like-minded individuals together around shared values and aspirations.

Start by creating regular touchpoints that encourage interaction. Ask open-ended questions that prompt meaningful discussion, share behind-the-scenes glimpses of your business journey, and celebrate your community's wins alongside your own. The goal is to position yourself as the connector who brings people together, not just the business owner trying to make a sale.

Consider launching themed initiatives that align with your brand values and resonate with your audience's goals. These campaigns create organic engagement while establishing you as a thought leader in your space. Focus on problems your audience faces rather than direct selling—this approach invites participation from people who may be looking for solutions but aren't yet familiar with what you offer.

Remember to establish clear guidelines for interaction to ensure your community remains constructive and supportive. As trust and rapport build over time, you can naturally introduce how your business solves the challenges being discussed. The magic happens when your community becomes a resource for learning and support, where sales opportunities emerge organically through relationship-building rather than aggressive promotion.

## Phase 4: Monetization Without Manipulation

Here's the truth: ethical pricing isn't about charging less—it's about delivering more value than you capture. Your discovered customer base has already shown you what they value most. Now create offers that deliver that value in spades.

The Authority-Building Sales Process works because it positions you as the guide, not the hero. Share your expertise freely, demonstrate your methodology through valuable resources, and invite people into deeper relationships with your brand. This approach builds trust organically while showcasing your competence and care for your customers' success.

Focus on creating a natural progression that allows customers to experience increasing levels of value and transformation. Start by offering genuine help without expecting immediate returns—whether through educational content, mini-consultations, sample experiences, or problem-solving resources. This demonstrates your expertise while building confidence in your ability to deliver results.

Remember: people don't buy products or services—they buy better versions of themselves. Your offers should clearly articulate the transformation journey from where they are now to where they want to be.

Structure your offerings to meet customers where they are in their journey. Some may be ready for comprehensive solutions, while others need to start with smaller commitments that build confidence over time. The key is ensuring each interaction delivers genuine value while naturally leading to the next level of engagement.

When you lead with service rather than sales, when you focus on transformation rather than transactions, and when you consistently deliver more value than you capture, ethical monetization becomes the natural result of authentic relationship-building.



## Phase 5: Scale and Sustain

Building systems that grow with your customer base is crucial for long-term success. This means creating referral programs that reward your best customers, developing word-of-mouth strategies that turn clients into advocates, and measuring metrics that matter.

Focus on KPIs beyond vanity metrics: customer lifetime value, referral rates, and community engagement levels. These indicators tell you whether you're building a sustainable business or just generating temporary buzz.

## Your Next Steps

Customer discovery was just the beginning. Now it's time to activate that knowledge into profitable action. Start with one phase, master it, then move to the next. Remember: every successful entrepreneur started exactly where you are now—with knowledge, determination, and the courage to take the next step.

The gap between discovery and dollars isn't a chasm—it's a bridge you're fully capable of building. Your customers are waiting on the other side.





## SERENITY AND SELF-CARE AT THE MET: SUPERFINE TAILORING BLACK STYLE

**I**n the heart of New York City, the Metropolitan Museum of Art offers a powerful sanctuary in its latest exhibition, *Superfine: Tailoring Black Style*. For me, this was more than a presentation of high fashion—it gave me all the feels. It became a space for serenity and self-care. In a city defined by its chaotic rhythm, the exhibit invites you to slow down, reflect, and connect with a rich narrative of Black identity, resilience, and beauty through the art of tailoring.

Like many who are captivated by fashion and the Met Gala, this year felt different. From the moment the theme was announced, a charge of electricity ran through my body. I remember feeling emotional, excited, and instantly inspired to dive into research on Dandyism. My friend and I hunted down every *Vogue* issue tied to the theme, rallying everyone we knew to help us secure all four covers. When the big day arrived, glass of vino in hand, I held my breath and watched every celebrity make their red-carpet debut—and let's just say, we had a time!



So, when I received an invitation to New York from my brother and sister-in-law, how could I say no?

The exhibition is a triumph, showcasing the refined elegance of Black sartorial expression from the 18th century to the present. The title, *Superfine: Tailoring Black Style*, is more than descriptive—it's a metaphor for excellence, resistance, and identity woven through time. As you take your time watching, reading, and reflecting, it becomes clear: these garments are more than clothing. They are declarations of presence, protest, and pride. In this space, style is an act of self-definition.



Outside the museum, the world moves fast—but inside Superfine, time slows down. The dimly lit gallery is designed to be contemplative, with carefully curated ensembles that command attention without demanding it. Each piece—whether a 19th-century frock coat worn by Frederick Douglass or a modern suit by Duro Olowu—radiates quiet dignity. There’s a meditative rhythm to observing the precise tailoring, subtle palettes, and purposeful styling that reflect both personal flair and historical depth.

For many, self-care is deeply rooted in identity. For Black communities, that means reclaiming narratives and honouring heritage. Superfine underscores this through multimedia elements—quotes, archival images, and contemporary interviews—that deepen the emotional resonance of each garment. The exhibition creates a dialogue between past and present, fashion and freedom, form and feeling.

It reminds us that self-care isn't always candles and soft robes. Sometimes, it's the crisp line of a tailored lapel, the pride of heritage, or the bold act of wearing your truth in public. For visitors of all backgrounds, the exhibit offers both inspiration and introspection.

Walking through the exhibition brings a sense of serenity, emotional connection, and intellectual nourishment.

As you exit, you're left not only with admiration for the craftsmanship, but with a deeper sense of pride, insight, and a gentle call to honour your own story.

Superfine is more than a fashion exhibition—it's a reminder that serenity can be tailored, and self-care can, indeed, be styled.



Follow Lisa Ann B. Bannis Creative Director  
L.A.B.B Scapes @labblution



# THE BEAUTY REVIVAL

*with Miss Megan Robinson*

## YOUR SUMMER RESET: CALM ENERGY. HOT WEATHER- PROOF MAKEUP

Summer is here, and let's be honest—this is your sign to stop stress-sweating in the mirror, trying to get your makeup to last. This season is about ease. About being outside, glowing (not melting), and having a routine that feels like you've got your life together—even when you're just grabbing iced coffee and heading to the park.

We're in our calm-girl summer era, which means everything from your mindset to your makeup needs to support the energy you actually want to move through the world with.

### Cue the foundation routine that doesn't quit.

If you want your makeup to last through patios, pool hangs, and full-blown heatwaves, a long-wearing, sweat-resistant base is non-negotiable. But here's a pro hack straight from my kit to your face:

Dust a little translucent powder under your skin tint before applying it. Yes, under. It grips the product, smooths texture, and keeps everything locked in without the cake. It's one of those low-effort, high-impact steps most people miss.

And because we don't touch up lips ten times a day anymore— Try **MAC Locked Kiss Ink** for a waterproof, transfer-proof lip that stays cute even through iced lattes and kissing in the sun.

Is he taking you to a pool on the first date? Want to dive in and still serve face?

Here are your waterproof go-tos:

- **MAC Colour Excess Gel Eyeliners** (these do not budge)
- **Melt Black Onyx Liners** for depth that doesn't drip
- **One/Size Until Dawn Setting Spray** (think: makeup lockdown mode)

Oh—and not all sunscreens are created equal. If your SPF is pilling under makeup, it's time to upgrade. Try **Kosas DreamBeam** or **La Roche-Posay Anthelios**—both play nice with foundation and give that extra glow.

If you're over-guessing what works for your skin, and you're ready for a routine that fits your life (and the weather), I got you.

Join my free Skool community and get access to beginner-friendly breakdowns, pro-level tips, and the energy of women who are making their makeup intentional again.

Let's make beauty feel like your softest flex this summer



**Megan Robinson, founder of The Makeup Revival.**

Not sure how to adjust your makeup? Confused about products, tools, or techniques?

Take week 1 of the revival foundation for free

MISS MAGANS MAKEUP REVIVAL

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## HEALING THROUGH MOVEMENT: How Pilates Supports Women with Childhood Trauma

For many women, childhood trauma leaves more than emotional scars- it imprints itself in the body, shaping posture, breathing, and even how we move through the world. Trauma isn't just a memory; It's a physical experience stored in the nervous system. Healing, then, must include the body. This is where Pilates becomes a powerful, compassionate tool for transformation.

### Pilates and the Nervous System

Pilates is a mindful movement practice that connects breath with controlled, precise movement. For women healing from trauma, it offers a safe way to reconnect with the body in a non-judgmental, nurturing environment. When practiced regularly, Pilates helps regulate the autonomic nervous system-especially the parasympathetic branch, which is responsible for rest, digestion, and healing.

Trauma often traps us in a hypervigilant state-our fight-or-flight system constantly activated. Pilates slows us down. Through deep, diaphragmatic breathing and intentional movement, it calms the vagus nerve and helps shift the body out of stress mode into a more peaceful, grounded state.

### Benefits for Women with Childhood Trauma

- **Body Awareness:** Pilates teaches you to notice your body without judgment- how it feels, where it holds tension, and what it needs.
- **Breathwork:** Focused breathing helps release stored emotions and reduces anxiety.
- **Empowerment:** Learning to control movement builds confidence and a renewed sense of safety in your body.
- **Release:** Gentle spinal articulation and hip opening movements may release emotional energy stored in these areas.

### What You Can Do at Home

You don't need a studio or equipment to begin. Start small, with just 10-15 minutes a day:

1. **Breath Practice:** Lie on your back, knees bent, and place your hands on your belly. Inhale through your nose for 4 counts, exhale for 6. Repeat for 5 minutes to calm the nervous system.
2. **Pelvic Tilts:** From the same position, gently rock your pelvis to imprint your lower back into the mat, then release. Do this slowly, for 10-12 reps.
3. **Cat-Cow:** On all fours, inhale to arch your spine (cow), exhale to round it (cat). Move with your breath for 1-2 minutes.
4. **Spine Twist:** Sit or lie on your back with knees bent and gently move legs side to side to massage the spine.

Healing through movement takes time. Be gentle with yourself. Every breath, every controlled motion, is a step toward reclaiming your power.

Remember: You are not broken. You are healing. Pilates simply offers a loving path back to yourself.

*Join me at Pilates with Love to explore more mindful movement and trauma-informed Pilates practices.*



Loveleen Singh,  
Founder of Pilates with Love  
follow her @pilates.with.love



# THE READING ROOM



**BIG MAGIC**  
BY ELIZABETH GILBERT

Elizabeth Gilbert, best known for her bestselling memoir **Eat Pray Love**, has once again captivated readers with her exploration of creativity in **Big Magic**. Having read **Eat Pray Love**, it had a profound impact; this piece of writing inspired many women around the world to seek a deeper connection with themselves and their passions.

In **Big Magic**, Gilbert focuses on the creative process itself, emphasizing that creativity is accessible to everyone, regardless of age, background, or skill level. Her core message is simple yet powerful: the act of creating—whether it's writing, painting, dancing, or any other form—is a divine gift that deserves our attention and effort. Gilbert encourages us to dig in and create, no matter what that creation looks like, and she presents this pursuit as an act of courage and joy.

One of the most intriguing aspects of the book is Gilbert's concept that creative ideas are like divine visitors—if we don't grab hold of them and bring them into the world, they will move on to someone else who will. I found this interpretation of creativity fascinating.

**Big Magic** is an empowering read that encourages us to embrace our curiosity, push past fear, and trust in the process of creation. It's an inspiring call to live a more vibrant, authentic creative life—something I believe many women will find truly liberating. If you need permission to explore your creativity, this is it. So, put it on your list of must reads then dive into your creative endeavours! ★



## GOOD EATS CONEJO NEGRO 838 COLLEGE ST

I've been lucky enough to dine at Conejo Negro twice now, and let me tell you—both visits were AMAZING! From the moment you walk in, you're greeted with a lively vibe and a menu that promises flavour-packed fun.

To date, I've tried the Brazilian cheese puffs—think fluffy, cheesy clouds of happiness—along with crispy fried chicken, spicy jerk chicken, and some mouthwatering fried okra. And trust me, the rave reviews about their mac & cheese and cornbread are totally justified, according to my sources—I just wish my body liked them as much as my taste buds do! (maybe next time, I'll try my luck.)

A little tip: order your dishes to share. It's the perfect way to get a taste of everything and turn your meal into a flavour adventure. If you're into bold, exciting flavours, interesting textures, and cocktails that slap, this place is a summer must-visit.

So, if you're looking for a fun, flavourful spot on College that's got great eats and even better vibes, put Conejo Negro at the top of your list. Trust me, your taste buds will thank me! Make sure you make a reservation; this spot is intimate and can be hard to get a seat.





# COACHING CORNER

## with Janine

### THIS SEASON'S COACHING CORNER: A SPECIAL LEGACY

One of the greatest gifts I can offer to the participants of the *Blueprint and Bloom Society*, particularly through the *Success Blueprint Method* program, is the importance of leaving a lasting legacy. I am excited to pass the coaching corner this season to highlight the words of an extraordinary voice and valued member of our program. As part of this journey, each member was encouraged to write a legacy letter to those who might come across it in the future.

Below is one such letter—both moving and inspiring. I invite you to enjoy and reflect on its powerful message.

### LEGACY LETTER - KRISTA KAYSER

To those who walk this path after me—

If I leave you with anything, let it be this: live in full alignment with who you are. The moment I stopped trying to be palatable for others and started honouring what I knew to be true for me, my life began to bloom. That is the essence of Authenticity and Alignment—showing up wholly as your truest self, creating the conditions that allow you to thrive.

Just as we don't blame a seed that fails to grow, but tend to the soil, light, and nourishment around it, we too must create environments where our fullest potential can flourish. Living authentically isn't just a choice—it's a liberation.

I've learned to live by Trust and Belief in oneself. Worrying is a rehearsal for disappointment; trust is the sacred expectation of joy. I believe that every moment—whether wrapped in challenge or triumph—is either a blessing or a lesson. I trust in the intentions I plant, knowing they'll grow into something beautiful, even if I can't yet see the bloom. Like a seed pushing through the dark, rich soil in search of light, we, too, are born to rise.

Growth has been my greatest teacher. It's perennial, inevitable, and often invisible while it's happening. There have been seasons in my life that looked like stillness, chaos, or loss—but looking back, I see those were my roots deepening. I've lived many lives within this one, and each chapter, no matter how painful or profound, has contributed to my becoming.

My journey has been shaped by these values, not just in theory, but in the way they've demanded presence, courage, and truth. Authenticity, trust, and growth didn't come easily—but they came honestly, and they have been my greatest companions.

## LEGACY LETTER - KRISTA KAYSER

If I could offer one wisdom, it's this: your life will grow in proportion to your willingness to live it as your own. When I stopped performing for acceptance and chose to align with peace, healing, and my spiritual path, everything shifted. I stopped surviving and started living.

Through deep inner work and a shift in mindset, I moved from fear into faith. Transitions that once threw me into turmoil now feel like quiet initiations. I've learned to let go of needing to know the outcome and instead, trust the unfolding.

Growth is not linear. Sometimes it's loud, blooming in vivid colour. Sometimes it's silent, like winter. But always—it's happening. The key is to stop fighting the current and instead flow with it. To trust that something beautiful is always taking root, even when all seems still.

And so, my vision for the future is this:

I want to be remembered as someone who made space—for people to believe in themselves, to remember their worth, and to feel empowered to live as their most wholehearted, unapologetic selves. I hope my life whispers to others: you are allowed to take up space, to trust your inner compass, to bloom wildly in your own time.

I dream of a world where self-trust is our foundation, where growth is welcomed, not feared. A world where people don't just survive—but thrive in lives that feel aligned, expansive, and true. If anything I've lived or shared helps someone step into their own light more fully, then my legacy lives on.

So to you, reading this now:

Trust yourself.

You don't have to earn your worth. You are already enough. Begin there. Honour your knowing—not the loud voices of expectation, but the quiet truth inside. That's where authenticity begins.

Say yes to the life that stirs your soul, even if it doesn't make sense to anyone else. Let go of perfection—choose presence. Choose growth, even when it's uncomfortable. Especially then.

And remember: when you show up in your truth, you give others permission to do the same. That's how we heal the world—not with noise, but with truth. Not with performance, but presence.

So plant your seeds with intention. Trust the timing of your bloom. Tend to your thoughts and your environment like your life depends on it.

Keep growing.  
Keep trusting.  
Keep being you.

With Gratitude,  
Krista Kayser  
THE VIBE CURATOR



Follow Krista IG: @the.vibe.curator)

# What's New With HER

## FINDING YOUR PATH FORWARD: THE BLUEPRINT & BLOOM MASTERCLASS™

*Do you ever feel like you're standing at a crossroads, knowing deep down that you're meant for something more, but not quite sure which direction to take? You're not alone. So many of us experience that restless feeling – the quiet voice whispering that there's a bigger purpose waiting, a dream that's been tucked away, or a career shift that feels both exciting and terrifying.*

Life transitions can feel overwhelming. Whether you're navigating a career change, emerging from a major life event, or simply feeling stuck in the "what's next" phase, that gap between where you are and where you want to be can seem impossible to bridge. The questions swirl: *Where do I even start? What if I make the wrong choice? How do I turn this feeling into action?*

This is exactly why we created the **Blueprint & Bloom Masterclass™** – your first step to purposeful success. This isn't just another goal-setting workshop; it's a comprehensive methodology designed specifically for women who are ready to stop wondering "what if" and start creating their "what's next."

In this transformative masterclass, you'll discover how to:

- **Clarify your vision and identify what truly matters to you**
- **Create a strategic blueprint that turns dreams into actionable steps**
- **Build the confidence to take that first bold move forward**
- **Connect with a community of women on similar journeys**

The Blueprint & Bloom Masterclass offers incredible value at its full price, but we believe every woman deserves access to tools that can change her life. That's why we're offering this life-changing program for just \$9.97 – because your transformation shouldn't wait for the "perfect" financial moment.

*Ready to begin your bloom?* Join the waitlist today and be the first to know when enrollment opens. Your future self is waiting, and she's cheering you on every step of the way. [Join the Waitlist - Your Journey Starts Here](#) Because every woman deserves to live on purpose.





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# HER COLLECTION

## COLLECT.CONNECT.CREATE

Janine Bowen

### **Regular Contributors:**

Megan Robinson (@missmeganrobinson)

Lisa Ann B. Bannis (@labblution)

Loveleen Singh (pilates.with.love)

Legacy Letter

Krista Kayser (@the.vibe.curator)

### **Photography**

Cover -Ashley Bramwell, HiHello, Inc.

Lifestyle: Lisa Ann B.Bannis

### **CONTACT**

[hercollected@gmail.com](mailto:hercollected@gmail.com)

[www.hercollected.com](http://www.hercollected.com)

IG:@hercollected

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