



CLAY CREATIONS BY KAYLA

Authentic self expression is what Kayla Gonzalez hopes she inspires with her clay creations. A proud Latina woman and Milwaukee native, Kayla, like so many of us during the pandemic, needed an outlet for self care. “I found myself desperately in a place where I needed to create something beautiful, just for me, with my own hands.” But unlike so many, what began as a private way to cope quickly became a small business making and selling wearable and usable art with the self-described purpose of “spreading joy and promoting access to bold self expression.”

In 2020, **Kayla’s Clay Creations** began with one-of-a-kind statement earrings uniquely handcrafted with polymer clay. By 2022, her creations included homethrown stoneware including mugs, tea cups, planters and more. Through mercadoMKE, a partnership between WWBIC and the Hispanic Collaborative, Kayla had access to more opportunities for exposure, including in-person market connections. This exposure helped increase her brand awareness and create a “beautiful growing community.” “WWBIC has provided me with opportunities for more exposure. No matter where you are in your business journey, WWBIC will be able to provide resources to help further your goals.”

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Owner:
Kayla Gonzalez

Business Location:
Milwaukee

Employees at Business:
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WWBIC Support:
mercadoMKE, Training



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