

Maximum Mama Maternity



Jamaican native, **Paula Mattison Sierra** founded **Maximum Mama Maternity** in the summer of 2000 after completing the Business Planning Class at Renaissance Entrepreneurship Center. Maximum Mama Maternity sells fashionable wholesale & retail contemporary maternity clothing. Paula's design concept is to focus on classic apparel inspired by current runway trends.

After completing a degree in Product Development from Fashion Institute of Design and Merchandising in San Francisco, Paula began her career as a fashion stylist. Armed with skills and experience in her field, Paula came to Renaissance to learn how to run her own business.

"The Business Planning Class at the Renaissance Center was great fuel for me - being surrounded by other budding entrepreneurs and having the teachers there to assist was a wonderful start." says Paula.

Just last year, in 2005, Paula opened her first flagship store in San Francisco and has 3 employees. When thinking about the future, Paula contemplates the idea of opening another store.

Recently Paula has landed a feature in a major national magazine. You can check out Maximum Mama Maternity in an upcoming issue of *Essence!*

Paula Mattison Sierra
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