



Alexis Diaz

Future Entrepreneur & Director

This weekend I had the great opportunity to visit the offices of Rebagg, an e-commerce company that buys and resells high-end fashion bags. It was great to meet see their team and work area's and the different departments that make the company run smoothly.



Kassandra Castillo is the head of Rebagg's operations. This summer Kassandra was a mentor to me and others at the Institute's Leadership Summit where she shared her story of triumph.



She taught us it's great to believe in yourself even if others around you don't, to always remind ourselves of the hard moments in life to inspire your own drive to succeed. She told us no matter what we need to work hard for what we want to fulfill and achieve.



Coming from a small Puerto Rican island known as, Vieques, growing up Kassandra and her family faced many challenges. No matter what they would overcome the challenges and figure out a way to make things work.

At a very young age Kassandra showed traits of entrepreneurship. She would gather her cousins and collect aluminum around the neighborhood to save money for school uniforms (and candy). She learned along-side her father the difficulties of running your own business but that didn't stop her. Her father had his own successful print and press T-shirt company to help his family.

As she got older Kassandra she went on to make and sell her own jewelry. Then she designed her own bathing suit fashion line and sold it to a local hotel resort where they sold out.



Kassandra joined the Vieques Youth Leadership Initiative and shared her gifts and skills with other youth.



Little by, by little these small changes lead her to have the confidence and the opportunity of becoming a top model. While she enjoyed being a model for a short time, she then noticed she wasn't truly satisfied.



She knew deep down that there was something bigger something better she was supposed to be apart of. She never settled for less and worked hard every day to move forward towards her goals.



At the age of 25, Kassandra became the first intern in of this start-up business that later grew into a \$5 million company. She continued to keep her ideals and become the amazing leader she is today.



Sustainable Holyoke Youth Leadership Initiative
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