

A&T alumna and fashion designer Victoria Harris lands a clothing deal with SHEIN

By: Gabrielle Howard

With a flair for style and a knack for entrepreneurship and business, Victoria Harris continues to make her dreams come true in the world of fashion. Her most recent accomplishment is a collaboration deal with popular online retail company [SHEIN](#), introducing a line of clothes made to make you feel luxurious and the absolute best when wearing them.

Harris's love for the art of fashion began at a young age when she observed her grandmother's work as a seamstress.

"My grandmother was my biggest inspiration to become a fashion designer," Harris said. "[She] was a seamstress for JCPenny for over 20 years. She once designed me a pink polka dot dress from start to finish. I watched her cut out the pattern, sew the pieces and alter the garment to my size. A lovely moment I will never forget."

The Charlotte native graduated from N.C. A&T with a degree in fashion merchandising and design, and a certificate in entrepreneurship.

"I started entrepreneurship about seven years ago, trying new outlets, consistently changing the name until finally, something felt just right," Harris said. "It has been an amazing journey thus far and I'm excited for every next step toward the future."

Attending an HBCU impacted Harris, her networking skills, and her business as well. Going to an HBCU gave her the skills and tools she needed to establish and grow her business, Shop Blossom LLC.

"N.C. A&T prepared me for the world of fashion by opening new doors within the industry and the ongoing support system of networking," Harris said. "They saw greatness in me and wanted to see me succeed."

After graduating from N.C. A&T, Harris continued her passion for fashion making clothes and working on the growth of Shop Blossom LLC.

As a budding entrepreneur, Harris experienced a lot of challenges. From negative comments to other obstacles, Harris had to overcome many hurdles in her journey.

"A piece of advice I would give my younger self is that negative comments will help shape you to become stronger," Harris said. "Those few negative opinions use to make me second guess myself a lot. I now use those comments as motivation to push myself, set new boundaries and accomplish my goals."

In 2022 Harris gained the opportunity to collaborate with SHEIN and worked to produce a ten-piece collection of clothes, from her company Shop Blossom LLC. The opportunity taught Harris valuable lessons that helped improve her business.

“I learned the process of how clothing is processed through manufacturer to retailer to consumer,” Harris shared. “But experiencing it firsthand is like no other. It gave me a better understanding that designing takes time.”

Harris has learned a lot since her start in entrepreneurship. She believes that people should always put themselves out there and use their network to the fullest, as you never know what opportunities may be untapped.

“One piece of advice that I would give to aspiring entrepreneurs is to network as much as you can,” Harris said. “A closed mouth does not get fed and you never know who you will meet along the way.”

To purchase and support the fashion line collaboration between Harris and SHEIN, you can check out the [website](#). And to stay up to date on Harris’s journey in the fashion industry, follow her [Instagram](#) page.