

### **Christina Johnson, Co-Founder and Creative Director**

Christina Johnson always knew that one day she would own her own business. Like her mother and business partner, Liz Bordessa, Johnson is an entrepreneur at heart.

California, with its beaches, mountains and vast amount of other landscapes, was where Johnson first connected to nature. It's also where she began to realize the impact of human wastefulness. But, it wasn't until she attended UC Davis and took a class in sustainability that she discovered what would be her passion – sustainable design.

Johnson's education in sustainability opened her eyes to the environmental issues surrounding the textile industry. Her commitment to become an agent of change was cemented after an internship in India where she realized the urgent need for a shift from 'business as usual' to sustainable business.

After participating in an internship program in India, Johnson's vision was clear and she soon partnered with her mother and established Upcycle It Now in 2011.

Since launching her business, Johnson has appeared as a guest lecturer at UC Davis and UC Irvine, speaking about sustainability and business. An avid environmentalist, Johnson enjoys traveling the world, sharing ideas on how to transition various manufacturing companies from producers of waste to resourceful and innovative sustainable businesses.

To enhance her ability to impact change, Johnson is currently enrolled in Presidio Graduate School seeking her Sustainability MBA. She holds a Bachelor of Arts degree in Design from UC Davis.

“There are immense opportunities to support and create sustainable practices. We just need to think creatively and find the solutions that benefit consumer, business and environment.”

*-Christina Johnson, co-founder of Upcycle It Now*

