

Liz Bordessa Co-Founder and Director of Sales

With an interest in business development and an eye for industry trends and developing opportunities, Liz Bordessa began her career in advertising sales, working directly with small businesses helping them grow. But, her interest soon turned toward family, and she partnered with her sister to launch her own small business, Just Alterations, in 1985.

Her career move would be the start of a lifelong pursuit of entrepreneurial endeavors. Utilizing her skills in advertising and sales, Bordessa quickly identified the ripe opportunity for an upscale tailoring and alterations service. She and her sister combined their skills sets and developed and implemented what would become a thriving business for years to come.

In 1993, the call of corporate America once again gained Bordessa's attention and she set out to further develop her career. She joined Muzak, a music service provider for businesses, and for the next 18 years, honed her skills in sales management. She gained valuable experience working coast to coast as Director of National Sales.

Meanwhile, her sister had maintained Just Alterations for 25 years and was ready to retire. Bordessa saw an opportunity to re-brand Just Alterations and add additional services. In 2009, Bordessa repurchased the tailoring business from her sister, later rebranding it to Fit & Style in 2014.

During this same period, Bordessa's daughter, Christina Johnson, who was studying Fashion Design at UC Davis, expressed an interest in working together. This idea blossomed when Bordessa visited India where Johnson was interning for Conserve India a sustainable design NGO. Noting her daughter's commitment to sustainable clothing design, and noticing the similarities of the manufacturing facilities in India with her own back in Long Beach, California, Bordessa proposed they make a go of it. The pair launched Upcycle It Now in 2011.

Bordessa holds a Bachelor of Arts degree in Business Administration from San Diego State University and is a graduate of the Goldman Sachs 10,000 Small Business program. For more information about Upcycle It Now, visit www.upcycleitnow.com. For more information about Fit & Style, visit www.fitandstyle.clothing.



“Sustainability is on the minds of corporate America. Many companies are looking for innovative ways to implement practices.”

-Liz Bordessa, co-founder of Upcycle It Now