



## Paulina Nakamura

We were so giddy to have the sparkle sequins queen, [Paulina Nakamura](#) as our guest for this month's spotlight interview. Join the conversation with us!

### **1. Tell us a bit about yourself! And what made you be interested in crafting world and start your own [Pretty Pink Posh](#) business?**

I grew up in the stamping industry; my parents have had a stamping business for over 25 years, so I've been around stamps basically my whole life. As a kid, it was something I did for thank you and birthday cards; as I grew older, it was something I did for a job, but I didn't really start to enjoy it until I got older. I discovered a whole new world when card challenges became popular on blogs and that's what prompted me to start a blog. From there, little by little my blog grew and I developed a small following, but didn't ever think it would become something that would launch a business (*something I've always dreamed of doing*). Almost four years ago, I got into a car accident that turned my world upside down and I could no longer do a lot of the things I used to do, so I basically was at home 24/7. Crafting and blogging became my lifeline to the outside world and based on the comments people left, I felt like I could start something small. I remember listing my first few items on Etsy and word spread that I had started something and my little business kept me busy and made me feel like I was still a person, despite not being able to go out. The rest, as they say, is history!

**2. Your sequins colors are so yummy and scrumptious! What inspires you the most when coming up with your new color palettes?**

In the beginning stages, there were a lot of specific holidays that I wanted to cover, so I went with classic color combinations. Now as time has gone on, I've been able to expand and release mixes that I find eye catching. As a new release approaches, I gather up my colors and see what new, creative mixes I can put together and if I notice a specific color hasn't really been highlighted in a previous mix, I'll try to incorporate that into a mix.

**3. As a business owner and a crafter, we are sure it can be challenge to balance work and hobby. Any tips for those who struggle with balancing things in life? What helps you the most?**

Honestly, I am probably the worst person to answer this; I haven't found a happy medium yet. I find myself setting goals and I have a calendar that I plan out posts, deadlines and upcoming projects, but I'm still working on finding a balance between work, hobby and personal life.

**4. Do you have a specific style that you are comfortable with or like to stick to?**

I have always been one to love layers on cards and a lot of my friends say that's my signature style. I also find that a lot of my cards are "clean looking"...I've never been able to achieve that distressed, shabby, vintage look well.

**5. What technique do you think would be a big hit in our crafting community this year?**

Watercolors seem to continue to be a big hit and honestly, with all the different kinds of mediums, I think the trend could continue. Another popular technique is embossing with powders. It was really popular a little over a decade ago (*I remember using them as a kid*) and it seems like it's making a comeback!

**6. This is just for fun! If you can pick 3 crafting supplies to use for the rest of your life, what would you choose?**

Big Shot, ATG gun and of course, my Sparkling Clear Mix!