**Creating our own future**

Our celebration of Black History Month continues, and today we’re putting the spotlight on some of the Black founders and creators behind our exclusive assortment. They’re entrepreneurs, visionaries, risk-seekers and even past and current Target team members. Soak in their inspiring words and a sample of their stunning creations below.

**The designers on the rise**

Target’s partnerships with Historically Black Colleges and Universities (HBCU) run deep, from being a founding supporter of PENSOLE Lewis College of Business and Design to our now-annual HBCU Design Challenge. HBCU students submit designs for potential inclusion in our Black History Month collection. Three winning designs are chosen, and the winners also partner with us to learn how the products come to life. Check out their winning designs and reflections below.

**Kah’Milah Ledgester (Florida A&M University):** "Legacy means thinking of those who will come after you while not forgetting who you are and why. Pride means not wavering but remembering why you do what you do.“

**Trey Baker (Hampton University):** “As an artist, my creative inspiration comes from everywhere. My mind is wired to see the underlying beauty in the seemingly ordinary.”

**Sharone Townsend (Bowie State University):** “I envision my brand growing every day. The more ears it reaches the better. I want it to really reach the strange crowd, the oddballs and people society calls unusual.”

**Jasmin Foster (Be Rooted founder and former Target team member; Forward Founders participant): “**The beautiful thing about Black culture is that there are so many areas to pull inspiration from, and we have just started to scratch the surface. As we continue to grow, we want to make sure all Black women feel represented, seen and heard.”

**Pernell Cezar (Co-founder and CEO, BLK & Bold, and former Target team member; REVOLT mentor, Target Accelerators co-founder): “**Legacy is all about creating generational wealth — and not just in financial terms. It’s about leaving something behind that your kids can be proud of. Legacy is creating something that makes a positive difference in people’s lives.”

**Blu Moody (Design collaborator and Target team member): “**The leap of faith my parents took in owning their path in this world and not knowing what the future would hold prepared me to be the risk-seeker who was ready for this opportunity to design for Target.”

**Dr. Jacqueline Dow (Founder, J.Dow Fitness):** “Establishing J. Dow Fitness has allowed me to discover who I am as a person and business owner. It’s essential that J. Dow Fitness continues to utilize our designs to raise awareness to the importance of women’s health issues.”

**Kimberly & Keyondra Lockett (Founders, Jolie Noire):** ‘Pride means being unashamed of and grateful for who you are and where you’ve come from. It’s the understanding that whatever happens in your life, negative or positive, shapes you into the greatness that you are.’

At Target, we are committed to amplifying Black voices and joy, sharing more founder stories and creating meaningful connections with the community year-round.