

mohawkmommaStudio

Making Change

Every once in a while a company comes along with the most fantastic narrative it demands attention. Enter the Atlanta-based MOHAWKMOMMA STUDIO whose name alone elicits intrigue.



The Mohawk Momma of the title is Angie Palmer, a self-described maverick advocate, homeschooling mother of eight, autistic/dyslexic innovator who fights for social change by creating a design sanctuary and social enterprise that creates gifts of compassion for people of all colors. “I know all too well how difficult it can be to experience peace and hospitable spaces,” Palmer says, “which is why I create them on my terms.”



Her terms are clearly delineated in business and pleasure. “My children have a blueprint of a mother who takes care of herself so she can take care of others.” This communal devotion started with a podcast eight years ago that “dealt with tough topics and offered resources.” Palmer says: “I created a community to talk about things that most people didn’t feel they could talk about. I’m from a family of social activists and saw my mom and aunts effect change. That’s the world I know. Everything I do is advocacy. I want to speak about freedom and peace and I also like pretty gifts that foster compassion in people.”



So with a community of followers, Palmer decided to produce merchandise that offered respite and rejuvenation, product that spoke to who they are. She began with her best-selling Soul Care Kits that includes items like candles, cards, and journals meant to “remind women to take care of themselves. I





led with a purpose not a product.” But, in time, the product grew to include home goods like napkins, charcuterie boards, table linens, and coasters, all with a focus of

making women feel seen and heard. “When I grew up in the '70s and '80s, I hardly saw any representation. There wasn't black stationery or gifts for women of color. There was a lack of black voices and black beauty. I want to be part of that movement. This is a social enterprise first; pretty gifts follow.”

The clever and creative Palmer uses her “neurological divergence” to her advantage in building Mohawkmomma Studio. “I have a heightened sensory sensitivity,” she says. “I learn quickly but process slowly, and I have an uncanny knack to organize and communicate.” Those skills have brought her to our category. “Using art as conversation at communal gatherings is a priority for me,” says Palmer. “I want to sell to millennials who want to hear from elders how to navigate this busy world.” Palmer creates all the designs – *Melanated Musings*, she dubs them – that retail from \$25 for a set of four coasters, to \$66 charcuterie boards, and \$90 dinner napkins. Despite the blackcentric designs, people of all color are gravitating to Palmer's pure messaging. “Maybe on a small scale, my audience is limiting,” she acknowledges, “but I am definitely tapping into consumers who are socially conscious.” Using herself as her model customer, Palmer knows she's on the right path. “I really do practice what I preach. I embody the whole Mohawkmomma message before I spread it. My mission is to help others find their place in peace through our soulful products.”

