



Name: Quetzali Guevara

Job Position: Founder and CEO of KETSI

Goals, Values, and Target Audience: KETSI aims to redefine safety and style in the nightlife scene. Our values center around innovation, gender equality, and social responsibility. The target audience spans across genders, focusing initially on women's safety while embracing inclusivity for all. Our goal is to make prevention stylish and accessible.

Description of professional activities and background: KETSI is an innovative company in the field of prevention and fashion. My business emphasizes innovation and social responsibility.

Involvement in sustainable fashion: KETSI incorporates sustainability by locally sourcing and manufacturing its prevention kit, contributing to a reduced carbon footprint and promoting craftsmanship. I collaborate with seamstresses for our anti-drug scrunchies, social enterprises for the production of our bucket hats, and a French company for manufacturing our breathalyzers and condoms. The packaging we use is eco-friendly.

Challenges and advice for sustainability: My advice is to continually seek ecological alternatives in production, packaging, and sourcing. It's about finding a balance that aligns with your brand's ethics and the fair price.

Efforts to engage young people: The design and message of KETSI resonate with the youth. We utilize social media, collaborations, and educational initiatives to involve and empower young people.

Reference or best practice in sustainable fashion: While not all our products are 100% made in France or Europe yet, it's our challenge for 2024. Nevertheless, we proudly strive towards it and offer sustainable products.