

A Letter to My Future Self

21st, Tuesday May 2024



Dear Future Summer,

As you read this, I hope you find yourself surrounded by the same sense of wonder and creativity that has always fueled your journey. Remember how each design, each strategy, stemmed from those small, seemingly insignificant moments that you brought to life with your imagination. The bamboo paper towel roll that sparked an entire vision for your brand—it's these little things that have always made your work extraordinary.

You've built a career on revitalizing brands and creating timeless experiences that transcend trends. Your unique approach of combining meticulous research with sensational creativity has not only transformed companies but also left indelible marks on the industry. Never lose sight of that passion and drive.

Reflect on all the lives you've touched through your work. Each project, each collaboration was a stepping stone toward something greater. You've always known that the key to being sensational is to fully immerse yourself in your creations, to see beyond the surface and breathe life into every detail.

As you continue to grow and evolve, remember the roots of your creativity. Let the wisdom of your old soul guide you, and the youthful spirit within you keep the flame of innovation alive. No matter the challenges or triumphs ahead, stay true to yourself and the values that define Schauer Designs.

To anyone reading this who may be considering joining Summer's journey, know that she pours her heart into every project. Her relentless pursuit of excellence and unmatched depth of creative thought will undoubtedly elevate any brand she touches.

With endless creativity and unyielding passion,

Summer Catherine Schauer

But you can call me Sums.

Summer Schauer