



eye on OC **TRADE SECRETS**
local success stories



You are what you wear

by Aaron Feduk
photography Bob Hodson

they wear, everyone can choose their attitude. “Happiness is an Option” is one of Goal Diggers’ most popular slogans. Others include “Let Love Guide You,” “The Right Shoes Can Change Your Life ... Just Ask Cinderella,” “Namaste,” and “Begin Again.”

Pusateri came up with the idea for Goal Diggers when, after 20 successful years in the entertainment industry, she found herself lacking the passion that had fueled her career. On July 1, 2004, she decided to leave her job and, armed only with a recently purchased iPod, took up walking. Three months later, she saw the T-shirt that sparked her fury, and she rushed home and thought up Goal Diggers. Ten days later, she sold her first shirt and shortly thereafter called long-time friend Christy Techmanski and invited her onboard as a business partner.

Today, Goal Diggers’ merchandise can be found in a number of boutiques throughout Orange and Los Angeles counties, as well as its showrooms in Dana Point and Santa Monica. The T-shirts are 100 percent American-made and sweatshop-free. After silk screening, the shirts are hand-embellished with Swarovski crystals by Pusateri herself. Not only are Goal Diggers’ shirts uplifting and empowering, its philanthropic efforts are noteworthy as well: Proceeds from every sale go to Women Helping Women, a Costa Mesa charity that provides business attire to women in need.

Intuition has played a major role in shaping Goal Diggers, and Pusateri admittedly relies heavily on hers. “Little by little, just listen to that voice and it will become stronger and stronger,” she says, “and that fuels you to trust in yourself. Listen to your heart!” **OC**

One day as Rachel Pusateri was taking one of her daily walks, she happened upon a T-shirt that infuriated her. It read “Don’t hate me because I stole your man.”

She wondered why women would wear shirts that cut so deeply at other women. And she was fed up with the negative messages portrayed in that kind of clothing. Believing that what we wear clearly speaks to who we are, Pusateri has found a renewed passion by establishing Goal Diggers, a clothing line that places a positive spin on a negative phrase, and seeks to empower women by promoting uplifting slogans and messages in its apparel.

“Never put a price tag on your integrity; that’s number one,” Pusateri says. “Because you can take away everything—you can lose your job, you can lose your home, you can lose a marriage, and you can lose a family member—but if you lose the essence of who you are—your core of who you are—baby, you have nothing left!”

She believes that women can maintain their integrity by encouraging one another to meet their goals. This is evident in the Goal Diggers’ slogan, “Sisters Helping Others Embrace Success,” with a catchy acronym of SHOES. Pusateri says that, just as people can select which shoes