

Vendor Spotlight: Cards by Kate

By Laura Kirkpatrick



For the past 12 years, Kate Mitchell has taken her passion for creating beautiful cards from a grade 12 co-op project to a small business operating in part with the Halifax Seaport Farmers' Market. Cards by Kate creates beautiful, handmade original cards and prints from Japanese paper cutouts. The inspiration for working with Japanese paper started when Kate travelled to Toronto in grade 12. "There's a store there called the Japanese Paper Place," she said. "I went in and I was blown away."

While many of her classmates decided to work for other companies for their co-op project, Kate decided to explore her own business. Since then, she has obtained a Bachelor of Design from NSCAD and has continued to grow, selling her cards and prints to local tourist shops and home stores around the Maritimes. Building momentum was made easier for Kate as she is surrounded by her creative family members who have years of experience in arts and small business ownership.



In May, Kate started selling in the Market on cruise ship days and has been enjoying the change of pace. “When you’re doing wholesale, it’s just working at home,” Kate said. “I like coming here and I love the environment.” She enjoys meeting and interacting with her customers—something she rarely got to do while working from home.



Since starting at the Market, Kate has started to print her designs on 100% cotton tea towels. In the next five years, she wants to expand into textile design and wants to continue to create new designs and paper cutting techniques. Kate also hopes to expand into more stores in Canada and the United States.

When asked what advice Kate would pass on to future small business owners, she emphasized the importance of pursuing their hobbies. “A lot of people think you have to



make it big but you don’t have to,” she said. “You can be successful just doing small local markets and selling locally.” Kate said the whole process has been worthwhile and the community around her has been very supportive.