



### **DIVERSE ERIE SMALL BUSINESS INVESTMENT PROFILE**

**"This grant is more than financial support—it's a validation of Sew Royalty's impact and recognition of the importance of growing small businesses in Erie, Pennsylvania. It allows me to expand, create, and share my passion for sewing with the Erie community. I'm grateful for the opportunity to grow my business while inspiring and teaching others how to sew."**

# **JA'LEESA WILLIAMS**


## **OWNER**




# JA'LEESA WILLIAMS

## COMPANY

## SEW ROYALTY EMBROIDERY & CUSTOM DESIGNS

 [sewroyalty.com](http://sewroyalty.com)

 [contact@sewroyalty.com](mailto:contact@sewroyalty.com)

 (814) 626-8811

 [facebook.com/SewRoyalty](https://facebook.com/SewRoyalty)

 [@sewroyaltyu](https://www.instagram.com/sewroyaltyu)



### YEARS IN BUSINESS

5 YEARS

### NAICS CODE

451130

### INDUSTRY

5949

### NUMBER OF EMPLOYEES

1 Full-time and 2 Part-time

## HIGHLIGHTS

Sew Royalty, an Erie-based small business, specializes in sewing, embroidery, and custom apparel design. Committed to creativity and craftsmanship, it offers personalized embroidery, alterations, and sewing workshops for all ages across Erie County. Whether working with individuals, businesses, or community groups, Sew Royalty delivers high-quality, custom designs that celebrate personal style and branding.

Recently, Sew Royalty received a \$7,500 business investment from Diverse Erie, an organization dedicated to supporting minority-owned businesses. This funding will help expand services, upgrade equipment, and make custom apparel and sewing education more accessible to the Erie community.

As a local entrepreneur, Ja'Leesa Williams, the owner of Sew Royalty is passionate about fostering creativity and skill-building through sewing. By offering services that range from custom embroidery to educational workshops for adults and children at local schools that don't have access to sewing machines or home economics classes, the business not only meets a practical demand but also helps preserve and promote an important skill to have – knowing how to sew. With the support of Diverse Erie, Sew Royalty is even better positioned to continue growing, bringing its creative vision to more customers while strengthening Erie's small business ecosystem. They serve the Erie community and beyond with their custom work on clothing, basketballs, and cheer bands for squads at Gannon University in their own backyard to Texas A&M University Kingsville.