Pamela Bell founded prinkshop to prove a model she calls “creative capitalism.” prinkshop creates advocacy campaigns for our most pressing social issues and then translates them on to products that allow customers to wear what they care about. prinkshop produces in the USA and aims to create jobs while it spreads awareness and a passion for change. In the creative capitalism model a business can be at once profitable and socially beneficial.

An entrepreneur from the start of her career, Pamela was a founding partner of the global, iconic brands Kate Spade and Jack Spade. Pamela, Kate, Elyce Arons and Andy Spade started the business from a borrowed jeep and a loft in Tribeca. Her role there included leading and following, depending on the year, design development and product development, sourcing, pricing, production management in New York, Italy, China, Scotland and Vietnam. Pamela led the retail store development, e-commerce, merchandising, multiple product global licensing products and partners. Pamela started the first social impact partnership at Kate Spade in collaboration with Women for Women and a group of community knitters in then war torn Bosnia–Herzegovina. This project was the pivotal program in her life and changed the way she approached products, social responsibility and business, in general. The partners honored their midwestern values in developing Kate Spade beginning in 1993; creating thousands of jobs and were known in the industry as the company whose growth was least leveraged: Kate Spade did not run on credit and did not borrow to grow. The partners financed the business for 15 years on savings and earnings alone. She and her three partners sold the company to Neiman Marcus in 2006.

Pamela is also a Disruptor Fellow at The Disruptor Awards, a member of the CFDA, served a 5 year term as a board member of Parsons and is a newly appointed Lang Center Innovation Fellow at The Columbia University School of Business. As a passionate supporter of Mental Health care for all, Pamela joined Kenneth Cole with his plan to destigmatize Mental Health Issues in July, 2019 to form The Mental Health Coalition which was announced in October and officially launched May 15th, 2020. Pamela is a Co-founder, Board Member and creative partner to Kenneth and The Coalition.