

Katharyn Holmberg, Recognized by Influential Women, Serves As Founder And CEO Of Sinful Co.

BROOMFIELD, CO, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- Building a New E-Commerce Venture in Intimate Apparel Through Hard Work, Perseverance, and an Unwavering Belief That Anything Is Possible

Katharyn Holmberg is the Founder and CEO of Sinful Co., an e-commerce company in the retail bra and underwear industry based in Broomfield, Colorado. Launched in January 2026 following approximately three years of planning and development, the company represents Katharyn's transition from a long-held idea into a formal business venture.

Her entrepreneurial journey has been defined by a hands-on approach to building a company from the ground up. From product development and manufacturing coordination to marketing, advertising, and business operations, Katharyn has taken on the many responsibilities involved in establishing an emerging brand.

The inspiration for Sinful Co. came during an unexpected late-night conversation with a childhood friend. During the conversation, Katharyn expressed frustration with how poorly fitting and unappealing intimate apparel options could feel within the market. That moment sparked the idea of creating a better and more thoughtful alternative.

What began as an idea ultimately developed into years of planning and preparation. Katharyn spent approximately three years working toward the launch of Sinful Co. before officially starting the business in January 2026. Along the way, she has navigated the practical demands of entrepreneurship, including securing business permits, developing product patterns, finding



manufacturers, and working through the prototype development process.

Her approach to entrepreneurship has been shaped by persistence and a willingness to learn through experience. Starting a business without prior experience has presented challenges, particularly in areas such as marketing and advertising, but Katharyn has continued moving forward while developing the knowledge necessary to operate her company.

Her professional background also includes food service and culinary training, with work experience as a server and bartender. These roles have contributed to her work ethic and adaptability as she builds Sinful Co. At the same time, she is currently completing an Entrepreneurship Certification at Front Range Community College, further strengthening her foundation in business ownership and startup development.

For Katharyn, success at this early stage is not necessarily defined by the size of the company, but by the decision to take action. After years of planning and development, she took the step of turning her concept into a business and continues working to develop the venture.

Katharyn attributes her success primarily to consistent hard work and perseverance. While she may not always be certain of every contributing factor, she believes her progress ultimately comes down to the effort she has put in over time and her commitment to turning her goals and aspirations into reality.

The career advice that has stayed with her came from another entrepreneur, who told her that she needed to have 100% confidence in herself, shoot for the stars, and remember that nothing is impossible. That perspective has remained influential throughout her entrepreneurial journey.

Katharyn carries the same message to young women entering her industry. She encourages them to believe that nothing is impossible when they are truly committed to their goals. By setting their minds to something and being willing to put in the effort, she believes they can achieve what they set out to accomplish.

She encourages young women to dream big, establish ambitious goals, and avoid limiting themselves. In her view, opportunities that initially appear out of reach can often become possible when approached with commitment, perseverance, and confidence.

As she continues developing Sinful Co., Katharyn recognizes that entrepreneurship comes with significant challenges. Marketing and advertising have been among the biggest obstacles she has encountered, along with the process of starting a business independently without prior experience. Finding manufacturers and developing prototypes have also been complex and demanding aspects of building the company.

Despite those challenges, Katharyn continues to approach entrepreneurship with determination

and a willingness to learn. Her experience demonstrates the realities of turning an idea into a business, from the earliest stages of planning through product development and operational execution.

At the foundation of Katharyn's approach are three values that guide both her professional and personal life: kindness, authenticity, and honesty. These principles influence how she interacts with others and the decisions she makes each day.

As Founder and CEO of Sinful Co., Katharyn Holmberg is continuing to transform an idea that began with a conversation into an entrepreneurial venture. Through hard work, perseverance, continued learning, and confidence in what is possible, she is building her company one step at a time.

Learn More about Katharyn Holmberg:

Through her Influential Women profile, <https://influentialwomen.com/connect/Katharyn-Holmberg>

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