

# ESSENCE<sup>®</sup>

## ESSENCE Network: This Haitian Fashion Designer Is Making Money and A Statement With Her Designs

For more than a decade, this designer has been embracing her heritage through bold and vibrant prints.

**Full Name:** Marie Jean-Baptiste

**Age:** 32

**Title/Company:** CEO/Founder, [Rue107](#)

**Location:** New York City

**Hometown:** Brooklyn via Port-au-Prince, Haiti

**Social Media:** [Instagram](#), [Twitter](#), [LinkedIn](#)

**Instagram handles:** @Marie.Jean.Baptiste, @RUE107,

**The Gig:** I call myself a Fashion Retail E-commerce Entrepreneur. I run an e-commerce fashion brand from beginning to end; from the design phase, to sourcing materials to organizing photo shoots.

**The Journey:** Rue107 came alive seven years ago shortly after the earthquake in Haiti. My company is an expression of my surroundings, whether that's NYC or recent travels. I draw inspiration from fabrics, love, art or simply life.

**The Importance Of Supporting Black-Owned Businesses:** We literally don't have a choice. Socially, economically our progress speaks for itself. As a group we're still so far behind compared to our counterparts. Buying Black is the perfect way for us to lift and rise as one.

**Her beauty must-haves:** Korres face cream, Glossier face wash and serum, and my *black opal foundation stick in beautiful bronze*.

# BLACK/OPAL<sup>™</sup>