

THE SCHOOL OF BUSINESS

Minority Entrepreneur LECTURE SERIES

presents

JESSICA RICH

Founder, The Jessica Rich Shoe Brand

Wednesday, January 27, 2021

12:00PM–1:15PM :: Ring Central

The Jessica Rich brand was founded by fashion expert, **Jessica Rich**, who began sharing her love for fashion on social media, allowing fans to enter her world, follow her journey and inspire each other to reach their dreams. The positive feedback and demand she received from her loyal audience led her to launch her online store in 2015.

In late 2017, Jessica debuted Transparent by Jessica Rich, her first line of shoes. The intent behind her clear stiletto heels is to pair them with anything and everything, giving the customer versatility and saving them money without sacrificing style.

On Dec 1, 2020, the fashionista opened her newest brick and mortar location at the Beverly Center alongside Versace, Burberry & Balenciaga. Jessica's designs have been worn by high-profile celebrities such as Kylie Jenner, Kim Kardashian, Kourtney Kardashian, Jennifer Lopez, Cardi B, Lala Anthony, and Toni Braxton (just to name a few). She's been featured in *Vogue*, *Pop Sugar*, *Page Six*, *People Magazine*, *Essence Magazine*, *InStyle*, *Black Enterprise*, *US Weekly*, *E! News* and *The Daily Mail* among others.



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