

# FASHION

IS AN EXPRESSION OF ONESELF.

WHAT WE CHOOSE TO WEAR  
SAYS A LOT ABOUT WHO WE ARE  
AND WHAT WE LOVE.

Who doesn't love a graphic tee? They are effortlessly chic and fun and often become the first clues into your personality or mood. Browsing the racks of your favorite mainstream shops and brands you certainly won't be hard-pressed to find a variety of cute and fashionable tees. Chances are, however, you will be hard-pressed to find tees that truly reflects your culture and the all things you love. Though the exclusion of women of color in media, advertising and product development is not as polarizing as it has been in the past, we are still often bombarded with media that pushes stereotypes and images that do not always reflect us fully. This is one of the reasons Izzy & Liv exists.

“

I love it when I discover something that I know was created with me in mind as the first thought and not an afterthought,” says Izzy & Liv Founder, Nicole W. Brown. “I like the feeling I get when I come across something that I can relate to, that makes me feel good about myself, or reminds me of who I am, where I come from and the things I love. It's like sitting around with family -- reminiscing, cracking jokes, and just being YOU. It's home. That is the experience I wanted to create with Izzy & Liv.

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# Meet Nicole Brown

**Nicole W. Brown** is a graduate of Rutgers University with over 15 years of experience as an interactive marketing professional, having worked on online marketing initiatives for brands including iVillage, Kraft Foods, Arm & Hammer and P&G. In 2003, Nicole launched a community website for women of color called Mahogany Butterfly, which she ran for over six years while continuing to work as a marketing manager.

Mahogany Butterfly was born because at the time the trends in mainstream media seemed to carry over online — there were few quality sites developed specifically for black women. 'There was a need to be filled. Rather than wait for someone else to fill, I thought "that someone could be me,"' says Nicole.

The site retired in 2011 and Nicole spent the next few years focusing on her marketing career and being a mother to her two boys, Avery and Ethan and her newborn daughter, Isabel. In 2013,

Nicole gave birth to her 4th child, Olivia. Olivia was born prematurely weighing just 1 pound, 5 ounces. She spent 4 months in a NICU before coming home, followed by a year in and out of hospitals for surgeries and doctors visits. Getting through that time reminded Nicole of how precious life is and of the importance of following your passions to live a full life. Nicole left her career in marketing and decided to focus on building her business. Having her daughters Isabel (Izzy) and Olivia (Liv), reignited the passion she had for providing an outlet for both black women and little girls who want to see more of themselves and the things they love in the mainstream.



WE AREN'T  
ALL ALIKE,

[www.IzzyandLiv.com](http://www.IzzyandLiv.com)

Black women come in all shades, shapes, sizes and styles. We come from different walks of life, have varied interests and a range of experiences. We are each unique and possess a beauty that is our own. At times we feel an unspoken bond. This is true whether we are blood-relatives, life-long friends, or strangers in a room of unfamiliar faces, who give each other that familiar nod or reassuring smile that says 'you have a friend here.' THIS is the powerful, unexplainable bond that we have with one another.

Our brand is self-affirming, inspirational, fun, sassy, filled with pop culture references and a bit retro. Our goal is to design pieces that reflects our some of shared experiences; celebrates the icons we love; reinforces the empowering beauty we possess, and immortalizes the things we can't get enough of that makes us laugh and smile. When you shop at Izzy & Liv, you're bound to find something that you can relate to!

BUT  
WE HAVE  
SOME THINGS  
IN COMMON

“

*As an entrepreneur and busy mom of 4 kids. I know how difficult it is to mask sleep deprivation, be multiple places at one time, and emotionally provide for a people that need you to be present for them constantly." Nicole says. "I hope that Izzy & Liv becomes a place for other busy women to lose themselves in the joy of discovering pieces that celebrate what make them unique and special ”*

*So, what do the things your wear say about you?*

# IZZY AND LIV

## IN THE NEWS



<http://nymag.com/thecut/2016/02/look-we-found-the-perfect-v-day-present.html>



[http://www.essence.com/galleries/16-ways-bring-iris-elba-home-you-tonight#847016\\_847126](http://www.essence.com/galleries/16-ways-bring-iris-elba-home-you-tonight#847016_847126)



<https://mic.com/articles/135045/heres-all-the-things-that-are-better-to-cuddle-with-on-v-day-than-a-human-being#.gytbc13hk>



<http://www.bustle.com/articles/139587-15-pop-culture-valentines-day-gifts-to-get-your-most-millennial-loves-photos>



<http://blavity.com/15-reasons-why-we-are-thankful-for-michael-b-ae-jordan/>



<http://slayculture.com/9-must-have-t-shirts-for-women-who-love-to-slay/>



<http://nymag.com/thecut/2016/02/look-we-found-the-perfect-v-day-present.html>



<http://fusion.net/story/266450/treat-yourself-valentines-day/>



<http://nymag.com/thecut/2016/02/look-we-found-the-perfect-v-day-present.html>



<http://www.lakako.com/tag/sheneneh>

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# PRODUCTS

## APPAREL



(Designs available in Tee, Tank, V-Neck, Sweatshirt, and More)





## SWAG

(Pillows (Throw and Body), Totes, Mugs & Buttons)



## FOR KIDS

(Designs available in Tee, Tank, V-Neck, Sweatshirt, and More)



IZZY & LIV

IS A

# FAMILY AFFAIR!



**The Brown Family** resides in NJ. 14 year old Avery and 11 year old Ethan support Mom, Nicole and little sisters Isabel (Izzy) and Olivia (Liv) by quietly playing video games while the ladies create.

IZZY & LIV

CULTURE. CONFIDENCE. SOUL.

## Nicole, Izzy and Liv

Izzy & Liv - Culture. Confidence. Soul  
[www.izzyandliv.com](http://www.izzyandliv.com)

 @izzyandliv