



About Delicate Savage

For me, Delicate Savage is a lifestyle. It's a certain type of woman. A Delicate Savage indulges and celebrates both her book and street smarts. She revels in turning expectations of femininity upside down. Never content to walk the straight and narrow, she's a rebel who questions the common wisdom, but always with a good heart. She is loving, but isn't afraid to speak her mind.

The Delicate Savage brand reflects this sensibility. We personally handpick statement pieces, and will be adding custom art, jewelry and costumes, along with fashion collections, in the future, that express the unique personality and style of the women who wear them. These aren't cookie-cutter pieces, because a Delicate Savage isn't a cookie-cutter girl. When she dons them, she makes them completely her own.

Credentials

I attended Fordham University, earning a Bachelor of Science in fashion merchandising with a concentration in art. While still in school, I balanced my studies and traveling, assisting the celebrity fashion stylist Rosie Philidor working on red carpet events, music videos and TV appearances. As an assistant celebrity fashion stylist,

I helped dress clients for events such as the VMAs, Billboard Awards, B.E.T. Awards and *Jimmy Kimmel Live!* to name a few. Eventually, I branched out on my own, becoming a freelance creative director and image consultant for independent music artists and personal clients. While pursuing that career, I began interning in the wardrobe department for PBS Kid's Block, where I developed a passion for costume designing. Following this, I moved to California, and worked in the wardrobe departments of shows like *So You Think You Can Dance* and *Jim Henson's The Possibility Shop*. I went on to do work for Fresh Wata, an event design and production firm, where I made brand-ambassador outfits for such clients as 7-Up, HBO, Samsung, Sprint and Nickelodeon, among others.

About Jennifer Colón, CEO

The youngest of four, I was born into a tight-knit Dominican family, I was raised dancing to the beat of *merengue*, infused with the verses of Biggie and Jay-Z floating in from my window, in Brooklyn, NY. My mother was a seamstress and pattern maker, while my father was a building superintendent. At night, I often fell asleep to the sound of my mother working on her sewing machine, while during the day, my Dad taught me how to fix just about anything, from sink pipes to lighting outlets. Growing up watching my mother sew outfits for social events and learning how to handle a screwdriver from my father, a Delicate Savage was born!

I often helped my mother with sewing, but it wasn't until I discovered the legendary singer Selena that I thought of fashion as a career. Like me, she was young and Latina, navigating two different cultures, American and Latin. Her success inspired me, and the outfits she wore on stage mesmerized me. I found out she was also a fashion designer, and got the idea to start sketching her outfits. This

sparked an interest in fashion for me, and before long, I was drawing my own designs. Seeing my talent, my oldest sister, an educator, signed me up for art classes, where I further honed my skills. With my brother's artistic influence and training as an architect, as well as my middle sister's creative expressions and free-spirited soul, I flourished, and became the artist I am today.

Throughout it all, I've always maintained a strong, confident belief in owning a personal style that is true to who you are—no matter what others think. That's the heart of Delicate Savage, along with my dedicated trio of brand ambassadors, Lizbel, Natalia and Penelope, who also happen to be my amazing nieces. We're currently working on the release of my line of custom pieces, N° 10, as well as other goodies. I invite you to check in with us regularly here, so that you can follow our journey as we evolve and cultivate the Delicate Savage brand.

XOXO

www.delicatesavage.com