

## OUR STORY

## Meet the Founder &amp; President

Jasper Moore



PHOTOGRAPHER: JOSHUA PEGUES  
@ADOSE.OF.ARTES

WeArtCo. is a non-profit organization that assists the next generation of youth fashion and beauty leaders. WeArtCo. was founded in 2019 to guide and encourage youth to avoid common mistakes and educate them on the reality of each industry before they enter the career path of their choice. Our mission is to provide one \$1,000 scholarship each year in August to help financially assist a student through school and/or finance their business.

The story behind the birth of WeArtCo. includes a common mistake young people sometimes make by being too eager and ambitious about their careers. At 18, I studied cosmetology at Empire, Morrow Beauty School and I wanted to gain more real-life experience in the beauty industry. Young and excited about improving my skills, I found a beauty salon a few minutes away from my school and signed a contract

without giving it much thought. I was told the owners would teach me the skills to improve my services. In a few weeks, the salon environment became very hostile. I felt like giving up on my dreams. The owners weren't teaching me anything. After 2 months, I gained the courage to walk away from the salon until I completed my credits and graduated from school. The owners were furious with me leaving so soon and ended up locking the doors and forcing me to pay a lump sum of money to receive my supplies back from inside the salon. I was devastated. A few years passed and I rebranded into the fashion production industry. I took the lesson that I learned years ago and used it as a way to start WeArtCo.

### In this newsletter you will find:

- Our Board Members
- Recent Stories from Our #WeArtScholars
- Highlights of Our Honorary Members
- Gallery from Past Events & Ways to Donate





PHOTOGRAPHER: CHARLES SMITH  
@GOOMAN



## LaQuoshia Boyce, Vice President FASHION DESIGNER, CREATIVE DIRECTOR

LaQuoshia has a heart for the youth and the generation growing behind her. Her portfolio is filled with work from incoming models both locally and across the country. Her company L'BOYCE offers style, grace, and elegance with a poised and classy Parisian finish. A small-town southern girl with a big-time dream, LaQuoshia Boyce makes bold fashion statements. What began as Butterfly By Design, metamorphosized into L'BOYCE BRAND LLC— a brand committed to offering everybody the hottest bridal and formal styles!

### WHAT IS WINTER WONDER FLAWLESS?

*Winter Wonder-Flawless* is a production event curated in 2018 by LaQuoshia Boyce. It is a collaboration of creatives showcasing their God-given talent to potential buyers and new clients. Over the years WWFP, housed celebrities such as R&B singer, Sunshine Anderson, and Cristina Rae, from *America's Got Talent*. WWFP featured a host of sponsors including brands like *Shootworks Photography*, *SHEEN MAGAZINE*, *94.3 Gospel*, and *Breezelifefishing*. WWFP has donated to the *Cancer Society* and *Single Mother's Project* and currently holds the spot as WeArtCo.'s biggest fundraiser event.

## Genya Evens, Pen2Pad Agency

### TREASURE & SECRETARY

Genya Evans is the Founder of The Pen2Pad Agency, a resource agency that provides professional luxury outsourcing and employment services to small business entrepreneurs. The agency specializes in project-based services, including community connection, project management, marketing, and customer service, all designed to support business growth. Pen2Pad was established to bridge the gap between entrepreneurs' priorities and the tasks they don't have time for, offering reliable assistance exactly when it's needed.



PHOTOGRAPHER: S.KRIS HORNE  
@KRISP\_PRODUCTIONS



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RECENT STORIES FROM OUR #WEARTSCHOLARS

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Ta'Mikel Moore, We Art Scholar 2021  
FOUNDER OF THE GOLDEN WAY CO.

Entrepreneur Ta'Mikel Moore from Hinesville, GA established The Golden Way Co. amid his career as a barber. The young mogul had a vision to not only give his clients the experience of confidence with the perfect cut but he wanted to expand his market. The Golden Way Co. started as a brand to provide men with a healthy head of hair and beard. Over the years the company transformed into a full-service barber shop. Ta'Mikel is now studying at Morehouse College in Atlanta, GA while operating his business in his free time.



THERES NO BETTER WAY THAN THE GOLDEN WAY"

Our mission is to redefine hair care as a lifestyle. We exist to inspire individuals to embrace their authentic selves, express their individuality, and elevate confidence with every product we create.

THEGOLDENWAYCO.COM

Nicole K. Randolph from Arlington, VA began her creative journey learning Cosmetology in High School. She was later inspired to pursue a career in the fashion industry by shows like *Say Yes to the Dress* and *Runway Red Carpets with My Family*. Currently, Nicole is working towards securing a summer internship and dual bachelor's degrees in fashion design and merchandising. "You are more than qualified, and the lens through which you see the world deserves to be shared" is a quote she stands by.



Nicole K. Randolph, We Art Scholar 2021  
"HOLD FAST TO DREAMS, FOR IF DREAMS DIE,  
LIFE IS A BROKEN-WINGED BIRD THAT  
CANNOT FLY." -LANGSTON HUGHES



## Symphony Fari, We Art Scholar 2023

### FARI STUDIOS

Symphony Fari is a visionary who is here to change the world of fast fashion as we know it. Fari Studios was established in the Summer of 2018. Symphony crafted her brand to let others know that clothes are meant for expression. Clothing is gender-less and fashion is an art medium. Symphony believes in the patience of art. As the designer and creative director of this luxury fashion studio, she focuses on the quality that it produces. Fari Studios contributes to the fashion industry by empowering others to create unapologetically in the world of fashion. This is a brand of exclusive style and creativity. Symphony now works as an image architect and assists with brands across the globe while rebranding Fari Studios.



PHOTOGRAPHER: @KARKERZ

## Noel Etheridge, We Art Scholar 2024

“CRAFTS CAN'T BE CONSIDERED ART, REAL ART TAKES INGENUITY, NOT REPLICATION.”

Noel Etheridge, from Jacksonville, Florida is a Cultural Chameleon with a vision to interweave her African American and Nigerian roots by infusing them with a contemporary twist. This future SCAD Savannah graduate envisioned her brand as a Pattern Picasso by transforming ordinary threads into wearable art.

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### HIGHLIGHTS FROM OUR HONORARY MEMBERS

The We Art Honorary group acknowledges businesses and business owners for their achievements. The board members of WeArtCo. award entrepreneurs with a We Art Honorary certificate based on their impact on the community, their brand and business quality, and seasonal accomplishments within the fashion and beauty industries.

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Frances Harley

PRETTY PERF EXPERIENCE, FAYETTEVILLE, GA



PRETTY PERF  
EXPERIENCE

Pretty Perfect Experience was established in 2017. While attending The University of West Georgia Frances started with just a few styles of mink lashes, three hundred dollars, a dream . and a lot of hustle. Formally known as “Pretty Perfect Minks”, the brand outgrew just selling mink lashes and now provides a one-stop shop for ladies. Pretty Perfect Experience has evolved from not just an online beauty store, but other beauty business offerings including wholesale, e-books, and small business consulting. Frances is inspiring and motivating other women to be risk-takers and passionate businesswomen.

“You’ve created a place for women to feel fabulous every time you service them. You’ve mastered the skill of educating young and mature audiences to learn the art of cosmetics. Thank you for inspiring the community and being a role model for other beauty entrepreneurs.” @weartnpo

Bresha Durham

B.INFLUENCE INC, ATLANTA, GA

B.Influence Inc. provides essential services to youth, ages 8 - 16years old. We focus on creativity through fashion design, sewing and technology. Teaching practical skills, business literacy and entrepreneurship.

“Thank you for being a safe space for the youth community to learn and express their creativity through fashion design. With every stitch and sew you've made a positive impact on the younger generation that will stick with them forever. Through the years you've done an outstanding job giving back to the community. We appreciate your commitment and we are so proud of you.” - @weartnpo



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WEARTCO. GALLERY



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We Art Scholar 2021 TaMikel Moore



We Art Panel - Mastering Your Craft

August 5, 2022 ft. Joan Anderson, Kivion Lewis, Crystal Tomlinson

Photo Credits : Ancio



We Art Scholar 2023 Symphony Fari



We Art Campaign ft. Donovan Jehiel



Winter Wonder-Flawless III : Candy Land 2021 Models

WeArtCo. is accepting monetary donations through PayPal.

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We Art Panel - Bovtique  
July 14, 2023 ft. Olympia Kent, Franck Mille



Winter Wonder-Flawless III : Candy Land 2021  
ft. Meredith Layman  
Photo Credits : @gooman



Winter Wonder-Flawless III : Candy Land 2021  
ft. LaQuoshia Boyce & Jasper Moore  
Photo Credits : Shoot Works



We Art Scholar 2021 Nicole Randolph



Jacqueline Drake WeArtCo. Campaign

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