



The ARIAH Foundation Fundraising Landscape Analysis, August 2023

Over the past two decades, Michelle 'Michou' St. Jules has emerged as a prominent tastemaker and influential figure in the realms of fashion and entertainment. As the founder of Bijou Michou Inc., Michou leverages her extensive industry experience, vast network of connections, and innate fashion sense to curate unforgettable experiences. Specializing in event planning, glam representation, and concierge services in music and entertainment, Bijou Michou Inc. caters to a discerning clientele seeking luxury and sophistication.

Throughout her career, Michou has orchestrated lavish events for esteemed personalities including Jay Z, Lyor Cohen, Will Smith, Mary J Blige, Justin Bieber, organizations such as Rush Philanthropic Arts. Brands like Macy's, Smart Water, and Zico Coconut Water. Her journey began with studies in Fashion Merchandise Management at the Fashion Institute of Technology, followed by a stint as a JR watch designer for Kenneth Cole. Notably, her innovative designs garnered widespread acclaim and sold out nationwide, marking the onset of her remarkable success.

Transitioning into talent representation, Michou has served as a liaison for premier celebrity wardrobe stylists, hair beauticians, makeup artists, and photographers. She has secured placements for her clients on prominent reality TV shows and makeover specials aired on networks like Lifetime, Oxygen, and Bravo. Michou's acclaimed glam team has played instrumental roles in shaping the images of icons such as Rihanna, Beyoncé, Rita Ora, Idris Elba, and Nicki Minaj.

A pinnacle moment in Michou's career unfolded during her tenure as the fashion producer for BET's *Rip The Runway* from 2010 to 2013. Determined to elevate the show's fashion standards, Michou revolutionized its aesthetic, garnering increased viewership and acclaim from high-fashion circles.

Beyond her contributions to fashion and entertainment, Michou is deeply involved in philanthropic endeavors, serving on the boards of organizations like The Creative Media Organization and The ARIAH Foundation. With an unwavering commitment to innovation and collaboration, Michou looks forward to embarking on new ventures and forging lasting partnerships in the ever-evolving landscape of fashion and entertainment.