

MIEKA JOI

FASHION BRAND / INFLUENCER / HOST

PRESS KIT 2024



1. COVER
2. Table of Contents
3. BIO – A Mother 1st
4. BIO pt2 – Fashionista
5. CEO of RGC – Branded by Beauty
6. VIDEO CLIPS – Click to Play
7. PRESS & PICS – Socialite
8. PAST or PRESENT – Clients
9. INSTAGRAM ANALYTICS
10. CONTACT



A MOTHER 1ST

After High School Mieka Joi attended Clark Atlanta University in Atlanta, Georgia. She majored in Mass Media Arts with aspirations of becoming a publicist and opening A Public Relations Firm. In the summer prior to her junior year, she interned with Roca Wear Clothing Line. This is where she realized her love of fashion was where her true passion lied. She transferred to Columbia College in Chicago, Illinois still majoring in MMA. A year later she began a styling company, Socialite Styling. She was fortunate to have an A 'list clientele, i.e. Derrick Rose, Serena Williams, Carlos Boozier, Malaysia Pargo to name a few. Within three years of having a successful styling company she started Rich Girl Candy, an online high-end consignment store. RGC has evolved to a fashion forward sports, active and casual wear online boutique. Although, mainly online a few times throughout the year she will have an event where the fashions are showcased and available for purchase. Almost two years ago along with business partner, LaToia Fitzgerald, she has added Joi Toi, couture, upscale active and casual wear line, to business portfolio.

"Of all of my accomplishments nothing can compare to the birth of my son, PJ. He is the single greatest joy of my life. There's nothing that compares to my being a mother."



Fashionista

An eye for fashion is not a talent you are born with, but in rare cases you find individuals that burst into the world with their god given talents along with their name & birthdate. Just like that they can fill a fashion gap, spin a fashion trend & to say the least, create style looks that only an artist can design. This mark of distinction can be found in emerging designers such as Mieka Joi.

Mieka Joi is an American fashion designer, creative and lifetime student to the ever- evolving fashion industry. She has been in love with fashion her entire life and reflects on her upbringing, always filled with love, strength, and fashion; lots of fashion! "There was always a reason to get dressed up, in my household, always a special occasion to indulge in fashion, accessories and everything beauty." Joi adds.

The keen designer and Chicago native carries a respected styling resume filled with both athletes & celebrities in which she has styled prior to launching her luxury brand Rich Girl Candy. Mieka Joi's brand can be described as explosive favor "for the fashion sweet tooth". The innovative brand was launched in 2013 and is quickly becoming one of the countries most loved and recognizable brands.

Rich Girl Candy is a lifestyle brand comprised of, casual wear, sweat suits, one of a kind hoodies, hats, t-shirts, and accessories. In addition to being showcased at both NYFW 2013 and NYFW 2015, the Rich Girl Candy brand is also one listed within many A-list celebrities go to brand.

Future goals for the fashion entrepreneur & designer include: launching more explosive designs and seasonal collections, expanding the Rich Girl Candy brand as a whole and contributing styling & creative efforts to other international brands.

Branded by Beauty

Mieka Joi's brand can be described as explosive flavor "for the fashion sweet tooth". The innovative brand was launched in 2013 and is quickly becoming one of the countries most loved and recognizable brands. Rich Girl Candy is a lifestyle brand comprised of sweat suites, one of a kind hoodies, hats, t-shirts, and accessories. In addition to being showcased at both NYFW 2013 NYFW 2015, the Rich Girl Candy brand is also one listed within many A-list celebrities go-to brand.

The keen designer and Chicago native carries a respected styling resume filled with both athletes & celebrities in which she has styled prior to launching her luxury brand, Rich Girl Candy.

Future goals for the fashion entrepreneur & designer include: launching more explosive designs and seasonal collections, expanding the Rich Girl Candy brand as a whole and contributing styling & creative efforts to other international brands.

"There was always a reason to get dressed up, in my household, always a special occasion to indulge in fashion, accessories and everything beauty."
– Mieka Joi, Fashion Designer + Owner



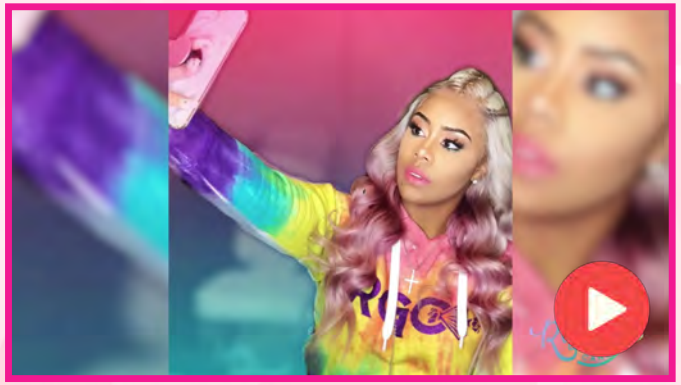
CLICK HERE

#RICHGIRLCANDY

Click to Play



GRWM Makeup w/ Bre 🧡



Fearless Conference Recap



Happiness Is A Choice Feat @MiekaJoi I Dear Young Queen: The Podcast Episode 5



It was given Uber lol @anthonyoneal 😂🚗 watch our interview now



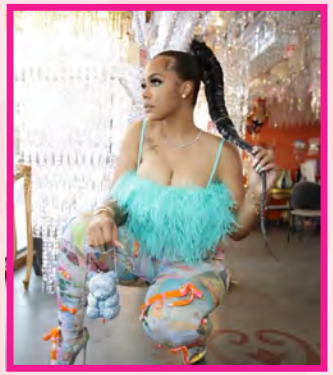
Generational Wealth & The Power of Parental Influence: Lessons from a Fashion Entrepreneur

Bright Socialite







CLICK LOGO FOR PRESS LINK

prettyhustlaz

WINDY CITY WEEKEND

IMPACT MAGAZINE

wework

Featured Cliental





Derrick Rose
NBA Player



Venus Williams
Professional Tennis Player



DREEZY
Grammy Nominated, Hip Hop Artist



Kid Laroi
Multi Platinum, Hip Hop Artist



Trina
Platinum, Hip Hop Artist



Malaysia Pargo
VH1 Basketball Wives LA



Carlos Boozer
NBA Player



Barbara Bates
Fashion Star on NBC

Instagram Analytics



CHICAGO

NEW YORK

PHILADELPHIA

HOUSTON

TOP LOCATIONS

25.7% 74.3%

Male Female

FOLLOWERS
526K

ENGAGEMENT RATE
245K

WEEKLY REACH
259K

CLICK TO CONNECT:
@miekajoi_

CONTACT

joy

MANAGEMENT INC.

ENTERTAINMENT +
EVENT MANAGEMENT

1.855.310.3000 ext 1

1.618.425.5100

PAMELA@JOYMANAGEMENTINC.COM

WWW.JOYMANAGEMENTINC.COM



APPLYING PREASURE

