

STYLETAINMENT

The Powerful Impact of Visual Relevance



This story is about the faith, perseverance and self-determination of a little girl named Missouri, who persisted on holding onto her childhood **DREAM**. As a single mother of 4, and through years of struggles, disappointments, hurdles, and major obstacles, Missouri never lost sight of her **DREAM** even at her lowest point which was her battle with cancer. Through poverty, homelessness, single parenthood, and cancer her **DREAM** was always in the recesses of her mind.

It was after her battle with cancer that she found the strength for her and her daughter to begin to build the production company known as **STYLETAINMENT**.

STYLETAINMENT produces Entertainment from a unique point of view.

The company's first production, The Show, A Cancer Survivors Story premiered in 2012 a narration in movement, telling the powerful story of a cancer survivor's determination to live her life with strength and gratitude in the face of extraordinary difficulties and still paving a path to ultimate triumph.

STYLETAINMENT was still basking in the glow of an all-time high, of a sold-out performance with standing room only at the Mary Burch Theatre, Newark, NJ in 2019. After 7 years in the making they were finally ready for BROADWAY. Looking forward to 2020 as they're best

promising year, they were ready for the challenge. With a growing fan base, five solid bookings and more in the discussion stages, they were ready to take the company to the next level.

However, just as that **DREAM** began to unfold, the pandemic of Covid-19 forced a World Wide shut down. The lights went out on Broadway as well as everywhere else. Again, crushing this long-awaited **DREAM of STYLETAINMENT**. Cast, crew, financial investors, and even fans were thrown into this sea of chaos.

Like everyone else, **STYLETAINMENT** had some heavy decisions to make. What now? Where do we go from here? How do we stay relevant? In a matter of days, Missouri's passion, creativity and determination turned her focus into action. Her message to her cast, time to think positive and redirect our resources. Missouri being an accomplished Fashion Designer decided to turn her skills and resources to the one area she knew could make a difference.

She and her entire company, turned their attention to making and distributing the much-needed masks that the whole country was desperate for. After contacting a local hospital, and receiving finite specifications and being certified to make the masks, Missouri was off and running. The masks were free of charge for all frontline responders, hospital personnel and any emergency workers.

Once her operation was in place, Missouri's daughter Kyra took over the responsibility of shipping and delivery of the masks. At some point Kyra shared the masks on social media and suddenly the operation was reaching all sorts of groups and individuals looking for desperately needed face masks. This Mother-Daughter Duo team found a way to reallocate their resources and give back at a time of tremendous need, and felt so honored to do it. Soon the entire cast was involved in the endeavor. As things moved ahead, in spite of the Stay at Home and Social Distance order, the cast wanted to show unity in strength and a message that **STYLETAINMENT** is standing Strong and that they will persevere through this health crisis and still be ready for BROADWAY whenever BROADWAY is ready for them.

To attach a visual to this message, Missouri arranged a complex process, utilizing a photo editor, for the cast to be photographed in garments and face mask that she designed and shipped to them, while all practicing the State Governor's stay at home and social distancing orders. This was no easy task, but the results are beautiful.

This photo says it all:

BLACK, HUMBLE, STRONG, RESPECTFUL, UNITED, SUPPORTIVE, RESILIENT!

We support each other and all of our sisters and brothers.

ALL OF OUR SISTERS AND BROTHERS!