

# ALEXIS "CEO LEXI COUTURE" ARCE

## BIOGRAPHY



Alexis "CEO Lexi Couture" Arce is a multi-talented entrepreneur from the Midwest region of The United States, her musical journey began when she was a teenager as a Hip Hop/R&B Songwriter, Performer, Event Host and Promoter. She is now the CEO and Founder of Couture Music Management (established in 2020) and The Couture Music Institute for the Arts, NFP (established in 2023) she also runs her subsidiary companies; Couture Marketing and Branding and Lexi Couture Designs. She is an Artist, Actress, Songwriter, Event Coordinator, Writer and Editor, Photo and Video Editor, Graphic Designer, Merchandise Designer, Legal Drafter, Marketing Consultant, Event Host, Podcast Producer/Manager, Independent Music Executive and Manager, an active Member of The International Singer-Songwriter Association, a founding Hip-Hop and R&B Board Member and Union Member for The Chicago Federation of Musicians (10-208) as well as a Certified Union Organizer accredited by The Chicago Federation of Labor Organizing Institute.

As an Artist of many talents she founded her first company, Couture Design Décor in 2018 the launch of her Couture Brands, as a custom clothing, shoe, accessory, home decor, and drinkware designer. Couture Music Management & The Couture Music Institute for The Arts are both minority & women owned businesses.

Ms. Arce briefly studied Fashion Design, and Psychology and went on to study Business Management and Sociology, utilizing her experience and knowledge to start her businesses.

In 2022, she began her Media journey with Couture Music Magazine (now, The Couture Life Magazine) spotlighting independent entertainment and business professionals from Art, Music, Film, Fashion and Radio.

Ms. Arce currently represents clients that range from Rap Artists, R&B Singers, DJ's, Producers, Engineers, Podcasts and Radio Personalities in addition to other independent labels, she presently Manages the Music of: Chibliz The Crownholder, Doug O'Lake, GS The Brand, Rio Luciano, Tito Gambino, and Producer Kelelagreat.

Her passion is Educating and Empowering Independent Musicians and Labels of how to manage their own music career, and how to navigate the independent music business successfully, while teaching marketing techniques and strategies.

The future goals for CMM is to add more beneficial services and products that fully embodies the entire entertainment industry, and utilizes all of her talents.



## COMPANY HISTORY

2018 - Founded Couture Design Décor, providing her clients with custom digital designs, clothing, accessories, shoes, art and home décor pieces.

2020 - Founded Couture Music Management, providing her clients with music management and artist development services.

2021 - Founded Lexi Couture Designs, providing her clients with digital and print graphic design services and marketing materials.

2021 - Founded Couture Marketing & Branding, providing her clients with business start up and branding services.

2023 - Founded Couture Music Magazine (now The Couture Life Magazine), an independent magazine spotlighting business, entertainment, music, art, fashion and more.

2023 - Founded The Couture Music Institute for The Arts, NFP to educate and empower independent artists, musicians and labels navigating the music business and entertainment industry.

2024 - Founded The Couture Life, a visual media venture.

## AWARDS/RECOGNITION

### 2023

Nominated for:

- Manager of The Year (The Illy Awards)
- Manager of The Year (The Ambitions Awards)
- Promoter of The Year, Entrepreneur of The Year, Influencer of The Year (The Chicago Awards)
- Manager of The Year, Promoter of The Year (The Forever Grateful Awards)
- Manager of The Year (The Midwest Industry Conference)

Winner of:

- Manager of The Year (The 2nd Annual Illy Awards)
- Promoter of The Year (The Forever Grateful Awards)

### 2024 (1st Quarter)

Nominated for:

- Manager of The Year (The 3rd Annual Illy Awards)

Winner of:

- Victors Award Recipient - Independent Label (4th Annual Ambitions Awards)

## CONTACT

[contact@couturemusicmgmt.com](mailto:contact@couturemusicmgmt.com)  
[info@couturemusicinstitute.org](mailto:info@couturemusicinstitute.org)  
[www.couturemusicmgmt.com/contact-us](http://www.couturemusicmgmt.com/contact-us)



## LOGOS

