

# ALEXIS "CEO LEXI COUTURE" ARCE



## BIOGRAPHY

An Entrepreneur from the Midwest region of The United States specializing in Music and Entertainment, Ms. Arce is an Artist of many forms.

A former foster child turned foster mother, known for not allowing environments, circumstances or any negative life experiences deter her from accomplishing her goals.

Ms. Arce began her career in music as an aspiring lyricist in her preteens writing poetry & spoken word, ultimately learning the fundamentals of songwriting under the mentorship of her late brother Producer Christopher Dorsey, she then began attending open mics, booking studio time, promoting & hosting events in the suburbs surrounding her hometown of Carpentersville, IL, a self-taught Graphic Designer she utilized those skills to help promote not only her own music and events, but her fellow creatives as well.

After a brief stint in College for Fashion Design, Ms. Arce had to dropout due to lack of family support and financial assistance, Ms. Arce stepped away from music and design to help raise her 3 young nieces, later became a Mother of her own children and began taking Business Management classes to further her education, which she again dropped out to help her family.

In 2018, Ms. Arce started creating digital designs for her brother's tee-shirt business, along with her own custom "Couture" clothing pieces, art and home décor and founded her first design business which resulted in her stepping back into her main passion and first love, music.

A woman of family, faith and strength Ms. Arce now runs multiple companies as a private but proud mother of 5, a rising Independent Music Executive, Entertainer and Marketing Specialist.

## 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

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 Illy Awards)
- Promoter of The Year (The Forever Grateful Awards)

2024 (1st Quarter)

Nominated for:

- Manager of The Year (The Illy Awards)

## CONTACT

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## LOGOS

