



www.liquidcouragecosmetics.com

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**Macy's features FAMU alumna's #letcouragebloom
Spring lipstick collection in pop-up store concept**

*Liquid Courage Cosmetics selected as featured brand at the Market @ Macy's
first-run retail opportunity*



File Photo: Liquid Courage Cosmetics

(San Jose, Calif.-April 4, 2018) Liquid Courage Cosmetics, a Silicon Valley-based cosmetics company, was recently selected as a featured brand in the first-time Market at Macy's retail opportunity. The company is bringing its popular highly pigmented lipsticks to the entertainment capital of the world at the Macy's department store in the Las Vegas Fashion Show Mall (3200 S. Las Vegas Blvd). The brand will be available in the Market @ Macy's first-floor pop-up section from April 8 through May 5.

"Liquid Courage was created to support and empower ambitious and upwardly mobile women. They are the women you know, love, and depend on," said Roshell Rinkins, a FAMU '05 graduate and Founder of Liquid Courage Cosmetics. "She is a woman on the go conquering life, career, family, and everything in between. And, she looks good while doing it. The Liquid Courage brand is diverse, inclusive, and on trend glam."

Founded in 2013, the company is a virtual beauty destination-serving women who provide meaning and value to their families, communities, and businesses. While enjoying a customized retail experience, customers can look forward to exciting spring colors like Ruby, Hawaiian Fire, Berrylicious, and so much more. In another unprecedented move, this partnership marks the first time the brand is selling directly to customers in a retail setting.



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“My greatest partnership is with the women I have the pleasure of serving. They inspire our products and services,” Rinkins added. “It is also great to work with Macy’s, a company that has been around for over 150 years. Liquid Courage is sold exclusively online. The Market @ Macy’s is an opportunity to pilot and test our retail strategy while minimizing risk.”



Roshell Rosemond Rinkins

In addition to offering cosmetic products, Liquid Courage also hosts quarterly women’s-only brunches called PowHER Brunch, which are empowering conversations targeted for women seeking to take their personal brand to the next level. Featured keynoters have included Richelle Parham and the McBride Sisters. A seasoned Fortune 500 employee and emerging entrepreneur, Rinkins attributes a portion of her success to lessons learned while matriculating at Florida A&M University.

“I will forever be indebted to Florida A & M and the School of Business and Industry (SBI) that not only afforded me a great education but allowed me to compete for opportunities beyond my wildest dreams,” said Rinkins, an 2005 MBA graduate of the SBI. “It’s an honor to continue the legacy of Rattler entrepreneurs.”

Call 347-696-1246 or e-mail info@theliquidcourage.com for press or business inquiries.

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ABOUT LIQUID COURAGE

Based in Silicon Valley, Liquid Courage is a virtual beauty destination serving the lifestyle of women on the go. We are the beauty brand of choice for modern & upwardly mobile women who provide meaning and value to their families, communities, and businesses.

From vibrant pigmented lipsticks to lifestyle apparel, Liquid Courage brings beauty to you conveniently from your home with one click. Liquid Courage is more than a brand...it's the war paint worn by courageous women worldwide. Log on to www.liquidcouragecosmetics.com for more information.

ABOUT MACY MARKET

The Market at Macy's is a unique retail offering that enables creators of innovative products, experiences and services to boost their exposure and reach a broader customer base — with the support of Macy's outstanding retail experience. For the first time ever, the retail giant is offering in-house pop-up markets in select Macy's stores offer an ingenious turn-key solution. Click www.themarketatmacys.com for more details.

ABOUT ROSHELL ROSEMOND RINKINS

Roshell Rosemond Rinkins is a global strategic sourcing business leader with diverse business leadership experience spanning across multiple disciplines and industry segments. As Founder of Liquid Courage Cosmetics, LLC, Roshell leads a world-class beauty lifestyle movement providing high-quality lip products and beauty education for modern and upwardly mobile women. The Ft. Lauderdale native brings more than a decade of strategic sourcing, procurement, and supply chain management experience honed at some of the nation's top companies including Apple, Procter & Gamble, Microsoft, and Goldman Sachs. Roshell currently serves on the board of Pentorship, and previously served on the boards of Carl H. Linder YMCA, and served as the first Economic Development Chair of the Cincinnati Young Professionals Kitchen Cabinet. She earned an MBA from Florida A&M University. Her expertise has been featured in various media outlets including the Huffington Post, the Miami Herald, EURweb, among others.