

MELISSA A. MITCHELL

MEDIA AND DESIGN PORTFOLIO

www.melissamitchell.com



ARTIST

AUTHOR

BRAND
AMBASSADOR

ENTREPRENEUR

INFLUENCER

MOTIVATIONAL
SPEAKER

LIVING IN COLOR: MELISSA'S STORY

Melissa A. Mitchell is a powerhouse and a prominent artist closing critical gaps in art, technology, and fashion worldwide. Over the last 10 years, the self-taught artist has earned international recognition and the attention of many high-powered and leading brands. As an artist and designer, she utilizes her ideas and creations to heal people through the happiness that only creating can bring. A global deal with **Foot Locker**, winning a Ford Explorer from a global contest/campaign, a global deal with **SPANX**, and features in **Forbes** and **Vogue** (design worn by Lupita Nyong'o) only scratch the surface of her accomplishments. Her company, Abeille Creations (ABL), is unique and easy to identify, and Melissa's impact is undeniable. She is a proud graduate of Florida A&M University, holding a bachelor's degree in public relations and a minor in graphic design. She also earned a master's degree in public management from the elite institution. She cultivates her philanthropic reach through the college and as a member of Alpha Kappa Alpha Sorority, Inc.

Born in Miami, Florida, her childhood consisted of finding her voice and being free to express herself through fashion and creativity, even as one of three children of two pastors. Her parents were always very supportive, and her father celebrated her style and influence up until his last days. She began to paint as a way to grieve and come out of a dark space, and the result has been light and good energy for her customers. She has created **over five hundred** original art pieces and **forty** larger-than-life murals. Other notable features and partnerships include **ESSENCE Magazine**, **Black Enterprise**, **Atlanta Journal-Constitution**, **The Huffington Post**, **Toyota**, **Coach**, **Party City**, **Peloton**, **Cadillac**, **Microsoft**, **Pepsi**, **CNN**, **The Home Depot**, **Hallmark**, **MARTA**, and countless others. Her signature headwraps are textiles that still hold beautiful life and have been worn on Tabitha Brown, Amara La Negra, Yandy Smith, Karen Civil, Rebecca Gross, and more. She is also the author of a coffee table book, *Views from My Kaleidoscope*, an interactive coloring book, *Color & Manifest*, *Pages from my Notebook*, and *Black Love Notes to Self*.

Melissa has collaborated with **Champs Sports** and **Nike** illustrated for a sneaker exhibition during Miami Art Basel, Jack Daniels' Art, Beats and Lyrics showcase, and **ESSENCE Magazine's** 'My City, 4 Ways' tour stop in Atlanta to display her talent and eagerness to help others live in true color. She has been called to distinctly curate collections through collaborations with Cantu Beauty, Village Market ATL, MyKilim, Natt Taylor, Art Meso, and others. From her stellar wins and opportunities and desire to take Abeille Creations much further, she was also the 2021 inaugural member of **Hennessey's** "Never Stop Never Settle Society," an initiative for Black entrepreneurs to gain deserved recognition for creating change. Additionally, she released a thirteen-piece apparel collection with **Foot Locker**, sold in select stores and online.

The masses listen to any message she gives because she produces greatness almost daily while being kind and expressing gratitude constantly. Along with her other phenomenal business ventures, Melissa is an official **TED TALK** speaker through TEDx CollierHeights. The mind of Melissa is sharp and sure to continue to magnify the excellence placed in her to be a household and international name. The heart of Melissa is one of the best, and she pours it so graciously into her work and people, producing a needed change in this world.

THE ESSENCE OF ABEILLE CREATIONS

Abeille Creations (ABL) is not just a brand; it's a journey of transformation and self-expression. Established in 2019, Melissa A. Mitchell's story traces back to 2014 when she first wielded a paintbrush to create fine art. However, her passion yearned for art in motion, and thus began the evolution of ABL into a wearable art and custom design house.

Stepping into the world of apparel, ABL took on a new purpose - to curate an art-collecting experience through every garment. In the vibrant autumn of 2021, She proudly unveiled a 13-piece collection, gracing both physical and digital shelves in partnership with Foot Locker and Champs. Notably, a captivating capsule collection found its home in Kids Foot Locker's Miami community store.

ABL was conceived to redefine athleisure, offering each consumer a touch of the extraordinary – an instant 'Wildfactor.' Her creations are dedicated to those who embrace life's fullest spectrum, unabashedly standing out in any crowd. Infused with an indomitable radiance, every ABL piece transcends its material form, becoming a conduit of empowerment and energy transfer.

The essence of ABL goes beyond apparel; it's a three-fold solution that nourishes the soul. Melissa's approach intertwines art education, therapeutic expression, and boundless inspiration. Each year, She births a unique collections, produced in limited numbers to preserve their artistic value, while using ABL as a conduit to educate, inspire hope, nurture confidence, and raise awareness.

As she looks ahead, her aspiration is grander and her impact is broader. ABL's roadmap includes reaching more retail destinations and widening its overall global impact. ABL isn't just about donning apparel. Melissa believes that once you decide to run towards your goals daily, you can truly **live a better life**- one infused with creativity, resilience, and unyielding purpose.



BRAND HIGHLIGHTS

TOP PRESS COVERAGE

Forbes

VOGUE

NECOLE

HUFFPOST

COMPLEX

rollingout

sheen
MAGAZINE

TSR
THE SHADE ROOM

CBS
46

BAUCE

THE ATLANTA
VOICE

OFFICIAL BRAND AMBASSADOR

SPANX[®]
BY SARA BLAKELY[®]

TOYOTA

Ford

Hallmark
Mahogany
Beautiful. True. 2016.

BRAND EVENT PARTNERSHIPS

GOLDEN STATE
WARRIORS

COACH
EST. 1941
NEW YORK

ART BEAT
BYRICH

ESSENCE
MY CITY
ATLANTA
1910 • 1950 • 1960 • 1970

CHAMPS
SPORTS

Disney

PELOTON

Nike

Microsoft

OFF 5TH
sakoff5th.com

PANDA EXPRESS
CHINESE KITCHEN

Cadillac

Shea Moisture
A Better Way to Beautiful since 1912

cantu
shea butter

blamingobles

COLLABORATIONS

SPANX

FOOT LOCKER

MICROSOFT

PELOTON

TOYOTA

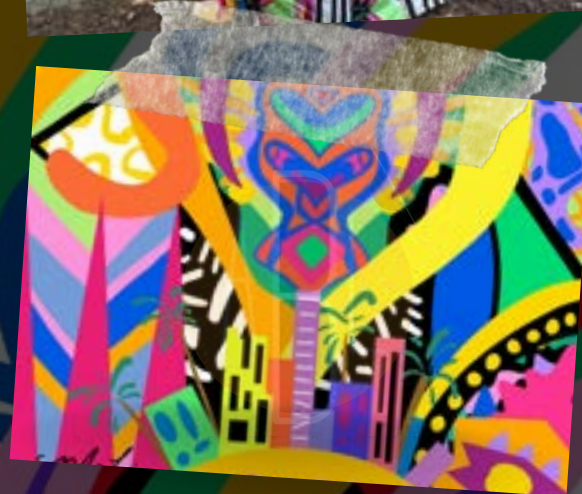
CADILLAC

AMAZON

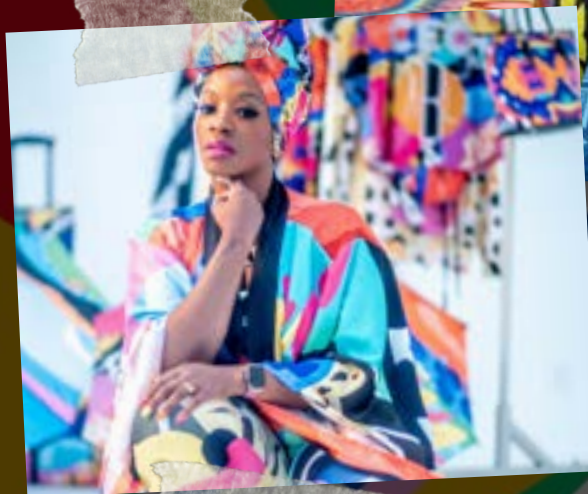
HALLMARK

COACH

Art & Design Projects



Art & Design Projects



Art & Design Projects



Art & Design Projects



Previous Experiences



Previous Experiences



TOP PRESS BUZZ **CLICK IMAGES TO VIEW ARTICLES**

Forbes

How Purpose Led This Millennial Artist To Create



FREE FORM



VOGUE

Exclusive: Lupita Nyong'o Shares
Her Mexico Travel Diary



ESSENCE

Sponsored: Atlanta Creatives Talk About The Influence Of The City On Their Work



The Atlanta
Journal-Constitution

Artist Melissa Mitchell shares where she finds Atlanta's best plant-based burger, art gems



**BLACK
ENTERPRISE**

DESIGNER AND ENTREPRENEUR MELISSA WITCHELL LANDS GLOBAL DEAL WITH SPAGE

doi:10.1017/S0007122614000050



Melissa Mitchell as the Queen of heART:

Statistical Analysis

There are two few people in the world whose light you see but that through one
 complete action. And I am not the rational artist, I could have still been able to
 move his government and absolute for that thing following his order. I know
 how had the pleasure of watching his eyes on the bed, it seems still explains and
 proceed and also from play. And it is a little more pleasure that I remember to come to

This week's spotlight: Melissa Mottet



MADAMENOIRE

Melissa Mitchell On Finding Her Purpose As A Painter And Being A Master Manifestor: "I Kept Praying For My Why And God Gave Me Art"

© 2006 The Authors

Madame Justice: Pruthi and Holmes



Source: Author's Survey of 100 Firms.

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MAGAZINE



TOP PRESS BUZZ **CLICK IMAGES TO VIEW ARTICLES**

The Miami Times

yahoo!finance

ESSENCE

Atlanta
MAGAZINE

Black artist partners with Foot Locker on sports



yahoo!finance

Self-Taught Design Artist Melissa Mitchell & Partnership With Foot Locker



Meet The Artist Whose Faith-Based Artwork Caught The Attention



Check out Melissa A. Mitchell's latest collection now collaborating with Foot Locker



BLACK
ENTERPRISE

ATLANTA BLACK STAR

21 NINETY

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MAGAZINE

SELF-TAUGHT DESIGN ARTIST MELISSA MITCHELL LAUNCHES APPAREL PARTNERSHIP WITH FOOT LOCKER



ATLANTA BLACK STAR

'These Are Our Ancestors, They Need to Have a Name': Artist and Entrepreneur Melissa Mitchell Talks Giving Identity to Her Descendants Through Her Artwork, Viral Success and More



How Artist Melissa A. Mitchell of Abeille Creations Is Redefining Success Through The Stroke Of A Paintbrush

EXCLUSIVE Interview: Melissa A. Mitchell Launches Her Collection with Foot Locker!





TABITHA BROWN
INFLUENCER/ACTRESS
SEEN IN NEW YORK TIMES



SARA BLAKELY
CEO, SPANX



RANKY TANKY
GRAMMY AWARD-WINNING
FOLK BAND



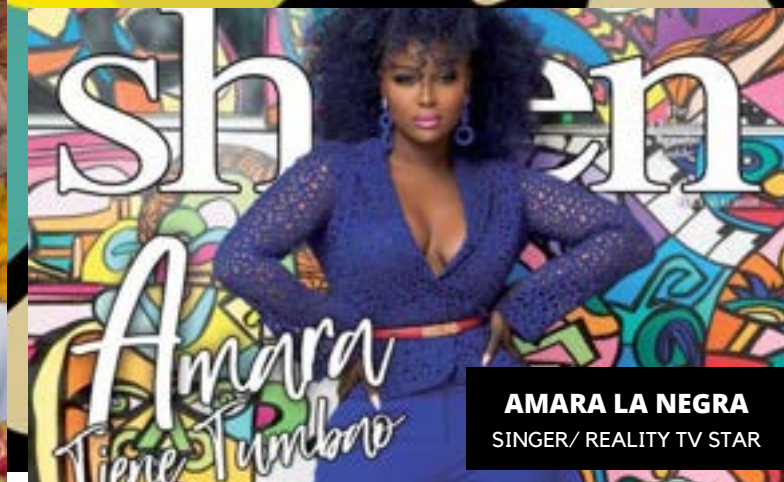
**MAYOR KEISHA
LANCE BOTTOMS**
MAYOR OF ATLANTA



KANIKA M.
OWNER, FROBABIES



LUPITA 'YONGO
ACTRESS
SEEN IN VOGUE MAGAZINE



AMARA LA NEGRA
SINGER/ REALITY TV STAR



BRANDICE DANIELS
HARLEM FASHION ROW

**FEATURED WORK
CELEBRITIES/INFLUENCERS**

PRESS IMPRESSIONS

40+
PIECES OF COVERAGE

248M+
ONLINE READERSHIP

315K+
ESTIMATED COVERAGE VIEWS

9.9K+
SOCIAL MEDIA SHARES

TOP PRESS



OFFICIAL BRAND PARTNERSHIPS



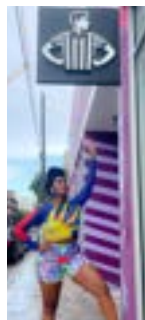
ADDITIONAL BRAND
COLLABORATIONS AND
EVENTS:



2018 ILLUMINATE-
HER COLLECTION
CONTEST WINNER &
FIRST
AFRICAN-AMERICAN
DESIGNER



BRAND INFLUENCER
& 2018 "DRIVING
HER
DREAMS
FORWARD" CONTEST
WINNER



2021 FOOT LOCKER
LEED PROGRAM
PARTNER
13-PIECE COLLECTION
SOLD GLOBALLY



2022
BLACK FASHION
ACCELERATOR
PROGRAM WINNER

INSTAGRAM INSIGHTS & AUDIENCE



@ABEILLECREATIONS

HIGHEST WKLY
IMPRESSIONS:

1.5M

TOP LOCATIONS:

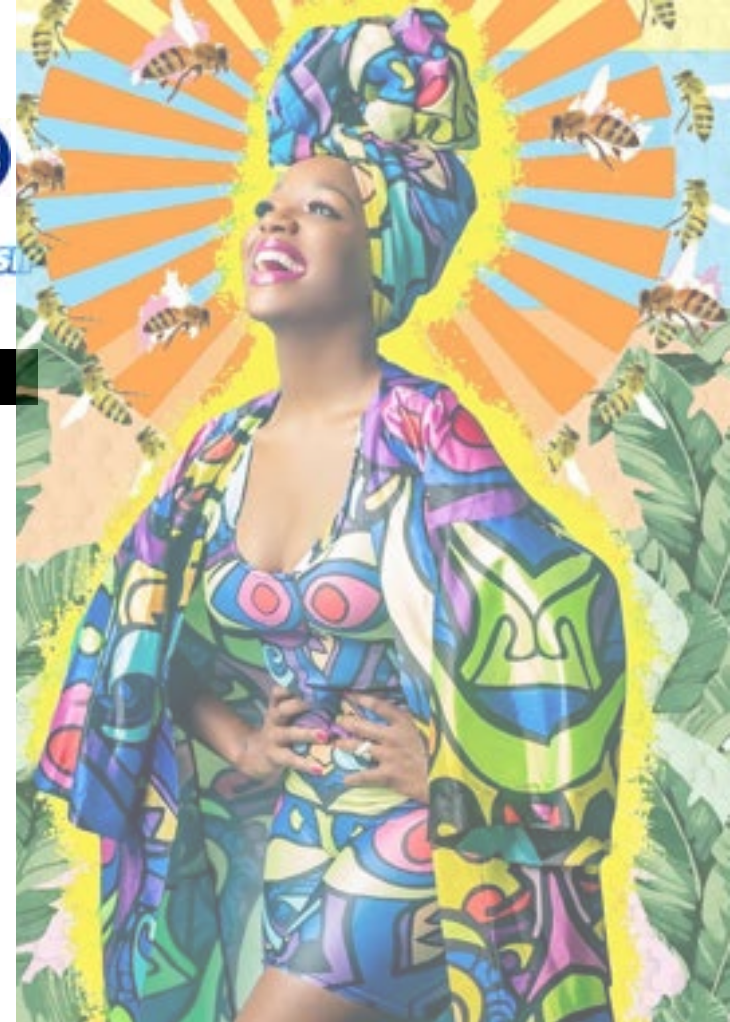
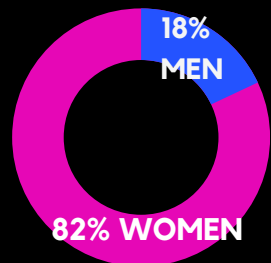
ATLANTA
NEW YORK
WASHINGTON D.C.
MIAMI
CHICAGO

KEY AGE DEMO:

25 - 54



GENDER:





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