

BET's Hustle in Brooklyn Star Launches Brownies Couture Cosmetics Line



New York City, Aug 23, 2019 (Issuewire.com) - Caribbean goddess, recording artist and entrepreneur [Azia](#) launches her cosmetics line [Brownies Couture](#). Azia first stole the hearts of many around the world when she premiered on our TV screens on BET's *Hustle in Brooklyn*. Spicy, island, spitfire, Azia serves up purpose, truth, and strength both on and offscreen, continuing to prove that the "hustle doesn't stop there." This month Brownies Couture makes its global debut with its 7 multipurpose

stains and glosses. After years of searching for the right shade of nude for her brown sun-kissed complexion, it was offensive to know that women of color take the lead in a consumer perspective in such an impactful industry, yet still have to mix shades and brands for the perfect match from foundation to lip gloss. Brownies Couture was created to fill the void in the lack of nude shades that cater to the melanated population.

However, Brownies Couture is still versatile and relevant to every skin complexion with its unique blends of colors, capturing the desired look for every individual. Focused on a wide range of traditionally hard-to-match skin tones, Azia created original formulas that work for all skin shades in a universal dynamic. Each Brownies Couture product is formulated with its own key ingredient complex that has been encapsulated in the brand's authentic signature of nudes, which blends with each users' pheromones to produce an exclusive long-lasting beauty experience. The "wow factor" that the line promises to deliver in its shades is only superseded by the product's multiuse components that allow the lip butter or glosses to be used on your lips, cheeks, and eyelids.

"Each shade was made to feel lightweight, even as they deliver buildable coverage that effortlessly layers, to 'ultimately give you a couture vibe,'" says Azia. This added benefit has not escaped the attention of her loyal followers and clients who have had the pleasure of testing the product, "Brownies Couture is like perfume and make up for your lips. Not only does it feel good, but it also smells good. It's incredible," claims Fashion Designer Rocky Boston. Month's before it's official launch and without a single product available on shelves, Brownies Coutures' social media pages had already reached a staggering 20k plus followers. Azia has been cited in the industry as a true visionary and mogul in the making. In the beauty and cosmetics arena where everything is similar and comparable to the next, Brownies Couture by Azia breaks all the rules! The brand launch is accompanied by a new e-commerce website, BrowniesCouturebyAzia.shop, which will feature Brownies Couture inaugural multipurpose products.

About Azia

AZIA (Pronounced as "AY-Z-YAH") is an Electric Recording Artist, Singer, Songwriter & Star of BET's new reality show, *Hustle in Brooklyn*. Azia loves to showcase her multiple talents such as acting, modeling, and designing. Before all the success, she was following her dreams in New York City. Brooklyn to be exact, and that is where all the sass came from. "Haitian mixed with Trini" was something Azia was never timid to talk about. Even one of her hottest singles titled, "Pull Up" shows her embracing her coconut Caribbean roots. Her musical influences began very early on from her father who has more than enough credits in the music industry to back her up. As a teenager, she hosted parties and a cable access tv show called *Flex in Brooklyn*. Her video credits include "Panda" from Desiigner, "Change Your Mind" from Trey Songz and "Pick it Up" from Famous Dex, just to name a few.

Azia was featured in Kanye West's "Yeezy Season" collection and served as a contributing designer for Nike's Caribbean Pack sneaker line. After releasing her debut EP "The Audacity" she has proven that she can matriculate amongst the greats. Scheduled to come sooner than we think, her new EP will release in the winter of 2020 aligned with some other big projects in the works.

Azia has always been enthusiastic about giving back to the community, specifically the youth. In September 2019, Azia will launch the Our World School Tour. This tour visits middle schools, high schools, and colleges across the globe in partnership with socially conscious organizations to fight against bullying, incite social responsibility and provide valuable tools and resources to aid in personal growth and hone life skills. The content of each tour is tailored to the grade level. The tour features guest speakers, music, dance, double dutch, slam dunk contests, and artistic celebrity performances.

With the release of her newest single [“Plates with Snakes.”](#) the launch of her cosmetics line, her upcoming celebrity performances, and her school tour, Azia is growing her brand at rapid speed while maintaining a high level of social consciousness. This Caribbean marvel is more than meets the eye. In all that she does, she comes with one mission in mind, to conquer. Azia is an undeniable impact in the entertainment industry.

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PRESS CONTACT:

Love Logan

Love Logan Productions

P: 973.626.9720

E: LoveLoganProductions@gmail.com

LoveLoganProductionsLLC.com



Media Contact

Love Logan Productions & Co.

love@loveloganproductionsllc.com

9736269720

1650 Broadway, 7th FL, Suite 714 New York, NY 10019

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