

Making it Creative

BY STUDENT-MADE™



KJ Moulder
Student-Made Mizzou

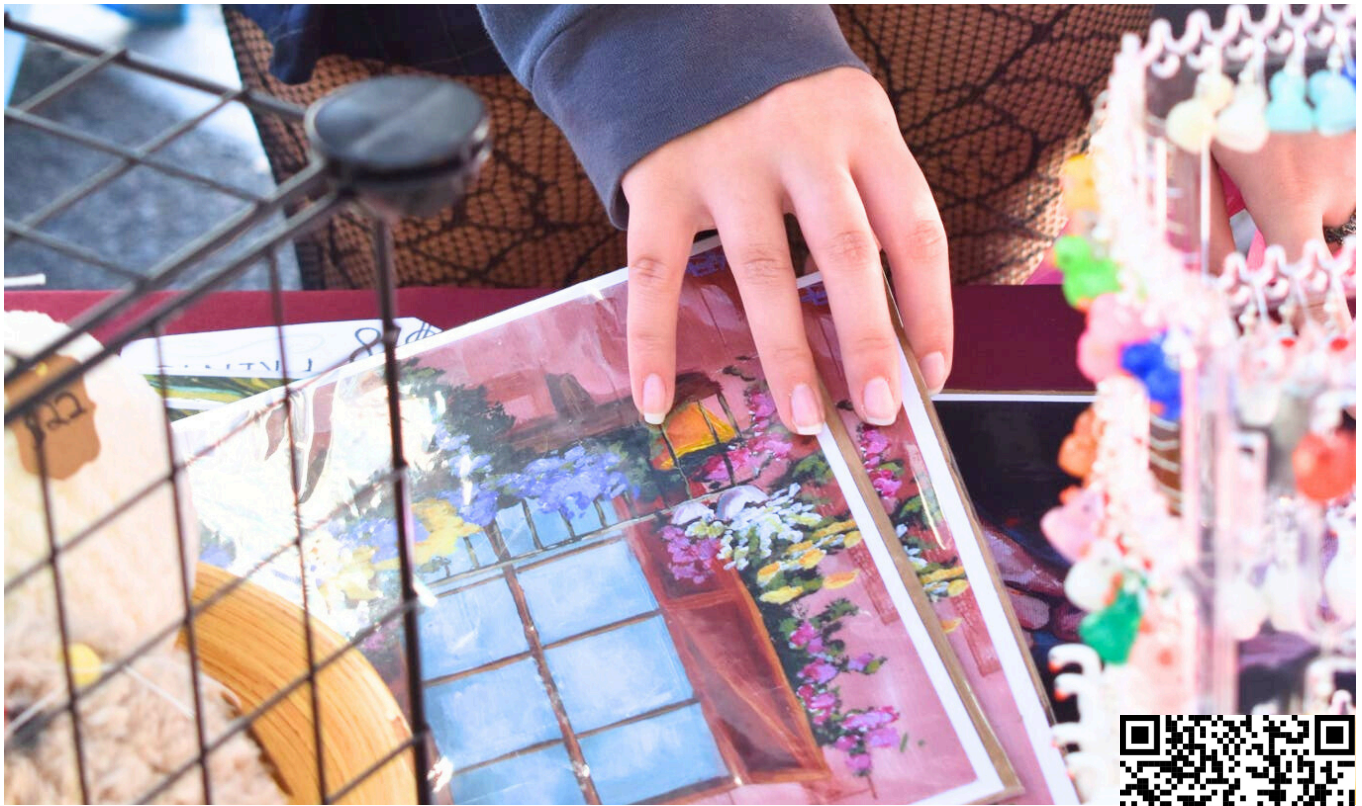
SPECIAL FEATURE:
EXPLORING THE LATEST TRENDS IN
STUDENT ENTREPRENEURSHIP



STUDENTMADESTORE.COM



We are so excited for this inaugural issue of *Making it Creative*, a magazine that reflects the passion and commitment of not only our team in powering this program— but of the student founders who take the bold step of pursuing a business at such a young age, and our university partners who enable this impact. We hope you will be filled with the same inspiration we are, and who knows, maybe you'll even begin to think about turning that hobby of yours into something more.



Expanding What Entrepreneurship Means

BY LINDSAY REETH, CO-FOUNDER OF STUDENT-MADE™

As a Founder, one of the most common questions you get asked is, “*What inspired you to start this in the first place?*” To be honest, I love getting asked this question and will never get sick of answering it! Want to know why? Because it brings me right back to the very beginning– when Student-Made was nothing but a bunch of loose thoughts and far-fetched ideas.

For me, this was an especially exciting (*and nerve racking*) time. I was not an entrepreneurship major... or even a business major! I had literally never even stepped foot in the business school on our campus before.

But luckily, what I lacked in confidence at the time I made up for in inspiration. I was more excited about the idea of creating Student-Made than I had been about anything else in my life. Nothing had ever made me so engaged and so determined. I had to try it, even if I didn’t fit the mold that I had conjured up in my head about what a successful entrepreneur looked like.

This was the exact experience that I wanted to give to other students who had ideas and were making things, but maybe didn’t think they fit the mold of an entrepreneur either. I wanted Student-Made to become a force that would broaden the definition of entrepreneurship, and support others in knowing that they belong in this space too... even if they had never stepped foot in their business school, just like me.

Student-Entrepreneurs Start Selling in Retail Stores

BY RYAN MCELHINNEY, CO-FOUNDER OF STUDENT-MADE™



Hickory Post Rock Hill, SC

Ever since the start of Student-Made we dreamed of what a dedicated physical space for our program would look like on a college campus. As it turned out, it came to life in even grander fashion. Two of our retail spaces are planted right in the heart of college downtowns, bringing far more foot traffic to student businesses and elevating them to the same stage as any well-established entrepreneur on Main Street. *Yes, our Rock Hill space is literally on Main Street!*



Landon Lucero
Student-Made Rock Hill

Student-Made Rock Hill at the Hickory Post

Standing prominently and full of historic charm is The Hickory Post, a space that's practically impossible to resist wandering into, with its giant glass windows luring you into this aesthetically pleasing experience right from the sidewalk. Walk inside and “Student-Made Rock Hill” jumps out to you from an illuminated neon sign straight ahead, drawing you into a glass-walled room featuring more than a dozen Winthrop University creators and their art prints, crochet plant hangers, vintage tee collections, photography, and more. This initiative was led by Rock Hill Economic Development Specialist, Eduardo Venegas, who urges that “A strong local economy starts with a vibrant and robust downtown. [Student-Made] will serve as the beginning of many other initiatives that will bolster an ecosystem where entrepreneurs are fearless in developing bold ideas.” We are eager to see how many more downtowns begin to see student entrepreneurship as a pillar of their strategic, long-term growth.

Student-Made Troy at The IDEA Bank

Credit where credit is due, Lynne George and the team at Troy's IDEA Bank were the *first* to help us realize what a student retail space could look like. The project went something like, Q: “Hey, we have this boring unused room in our innovation space, do you think we could turn this into a student store?” A: “Never done this before, but I'm sure we could help you figure out the logistics.” Q: Well, would you come down and build it for us too? A: On our way... with paint!

Student-Made Michigan State Markets

Yes, two of our retail spaces are operating in vibrant downtowns, but can this concept work right on campus too? Judging by Student-Made Michigan State's expansion to six markets across campus, we'd say so! Lori Fischer and The Burgess Institute team have strategically partnered with MSU Dining Services to stock Student-Made products on shelves at high-traffic markets for over 50,000 students to discover and support daily. Check out the success story!



IDEA Bank, Downtown Troy, AL



MSU Student Markets, East Lansing, MI

Follow along with these projects at @studentmade_troy and @studentmade_michiganstate

Our Top Brands to Support

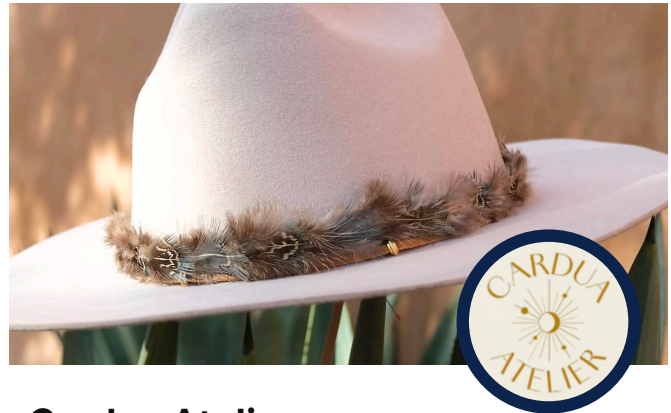
Creators are building brand identities, not just products.



FlorifyMade

Florify Made is a handmade pipe cleaner crafts business that originated from a hobby and desire to make things that last forever. The name comes from the words “flower” and “glorify,” reflecting the idea of turning something simple into something beautiful.

Explore: studentmadebostonu.com



Cardua Atelier

We specialize in handcrafted wool hats and thoughtfully designed accessories that blend timeless craftsmanship with modern style. Our studio offers limited-edition collections and custom pieces that celebrate individuality, creativity, and slow fashion.

Explore studentmadearizona.com



Creations by LK

Creations By LK is about all things creative— painting, baking, sewing and more! What started as a fun hobby has now turned into a small business! I am a commission-based artist whose mission is to bring any idea to life one pink powered project at a time!

Explore studentmadetrov.com



Johnny's Art Box

I created Johnny's Art Box in order to display and sell my creative hobbies through forms of mixed media. I offer paintings, prints, and stickers based on a variety of topics I'm interested in, including black art, abstract art, mixed media, and astronomy.

Explore studentmadeloyolamaryland.com

Finding My Canvas on Custom Shoes

BY TESSA HOLLANDER, FOUNDER OF TAILOR MADE BY TESSA

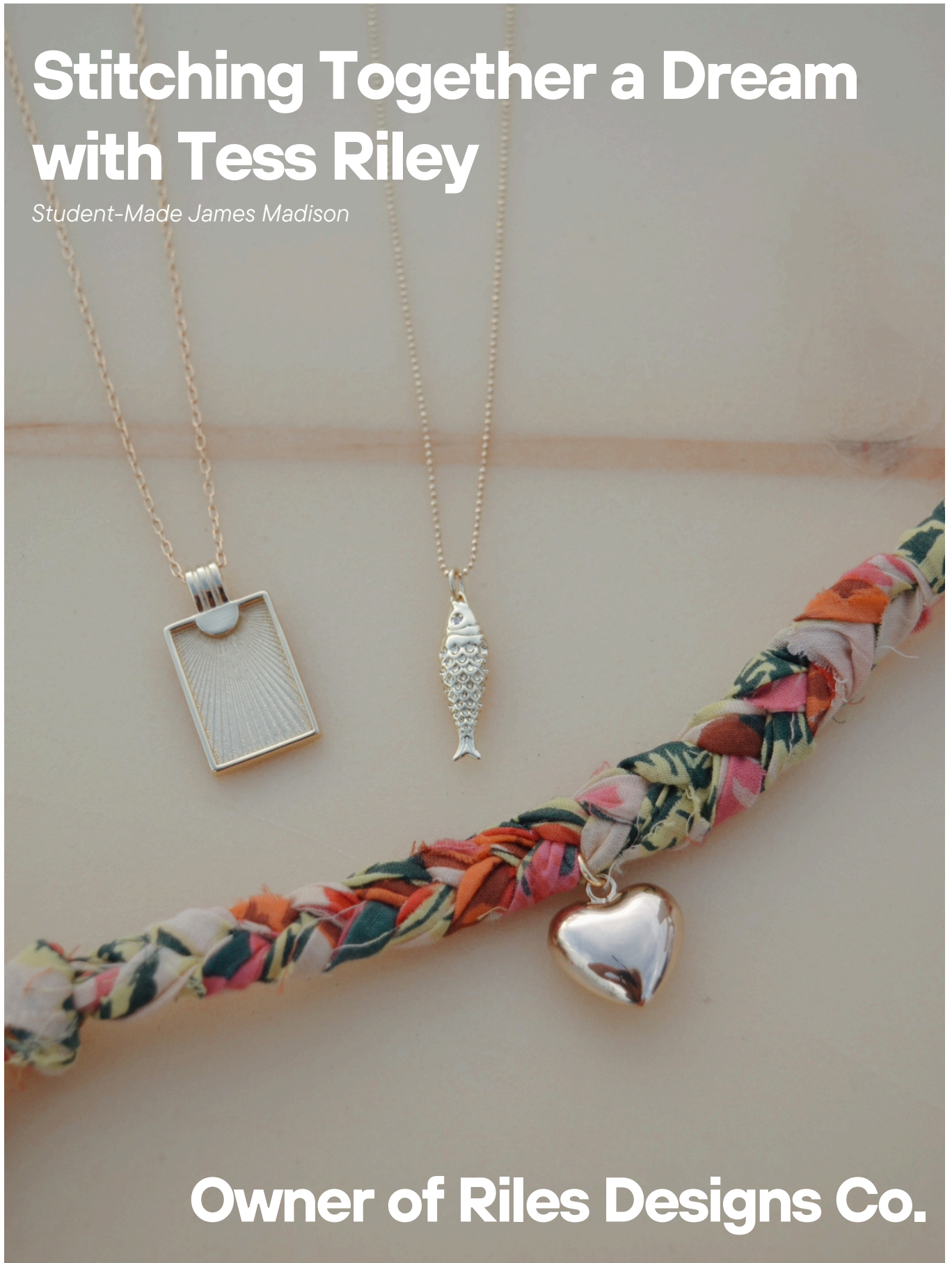


My business name, Tailor-Made by Tessa, and my first blank pair of shoes were given to me as a 16th birthday present from my sisters five years ago. During the beginning stages of growing my business, I would design and paint shoes for family and friends in Lynden, WA. I started fairly small, but soon was given some amazing opportunities to grow my business. A cross-branding deal with a local bank in my town during my first year gave me a promotional video. A few months later, I traveled to New York Fashion Week to monogram shoes for an event held by an Australian shoe company. Marquette first introduced me to Student-Made— and I believe getting involved in this organization will, and already has had a great impact on my life and business.

"I will continue to learn from other creators across my campus and other campuses because of how Student-Made has connected me."

Stitching Together a Dream with Tess Riley

Student-Made James Madison



Owner of Riles Designs Co.

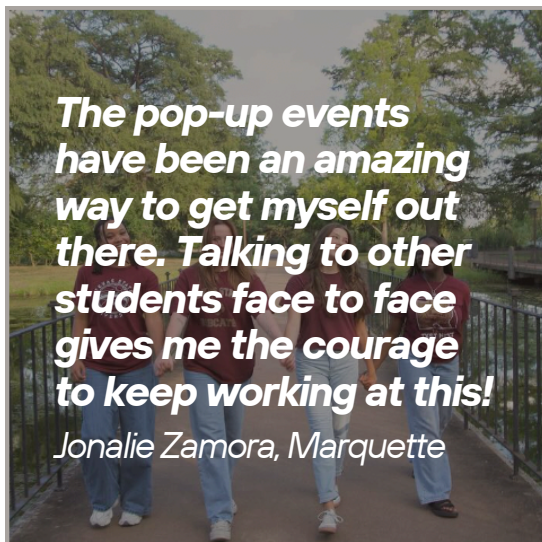


Growing up, my grandmother, Kathy Riley, would often babysit us. She was an incredible jeweler, and on long summer days, she taught us how to create different pieces of jewelry. I was fascinated watching her transform simple materials into something beautiful. Those early days of crafting with my grandma planted the seed for something much bigger: a passion for creating and a desire to share that joy with others. In 2020, I launched my jewelry business, Riles Designs Co. While the world paused, my mind hit “go.” Inspired by frontline nurses, I began making bracelets with encouraging words to give them as small tokens of gratitude. Seeing the impact those bracelets had lit a new fire in me. Soon, nurses from all over began reaching out, wanting their own. That small gesture turned into something much bigger—and I took the leap into officially starting my business.

“There are moments where I pause and think... Oh my goodness, I’m living my dream.”



Five years later, I’m incredibly grateful I did. My favorite part of Student Made is our weekly Wednesday farmers markets. I get to connect with other creators, share our goals, and engage with students from all across campus. Watching people light up when they find a piece they love—something I made with intention—is the most rewarding feeling. Walking around campus and seeing students wear my jewelry is an indescribable joy. I now sell my jewelry through Student Made, on my website, in three stores back home in Pennsylvania, and I’m even participating in pop-ups with Anthropologie—a huge milestone with a brand that’s long inspired me.





Connecting Dreams: My Journey as Community Engagement Manager

BY JAMARION WILLIE-HUGHES, *STUDENT-MADE TROY*

I am from Huntsville, Alabama, a city where innovation is a part of everyday life. Growing up surrounded by people who dreamed big and pushed boundaries taught me that anything is possible if you put in the work. That mindset has shaped the way I see the world and the way I chase my goals. As the Community Engagement Manager for Student-Made Troy, my role is all about connection. I work to build relationships between the student entrepreneurs, our campus, and the larger community so that everyone can see the value in supporting student creativity. My goal is to create an environment where our store is more than just a shop; it is a hub for student stories and innovation.

Making it Creative: Podcast Feature



Taking the Leap to Commit to My Business

WITH MADISON BULLOCK, OWNER OF *BEADED BY MADISON*

In this episode, founder of the jewelry brand 'Beaded by Madison' shares the background behind the origin of her craft— starting as a kid exploring what it was like to create things from scratch, up through high school where she excelled at sculpture, and how all these experiences led her to take the leap and officially start her business with the help of Student-Made at ASU®.

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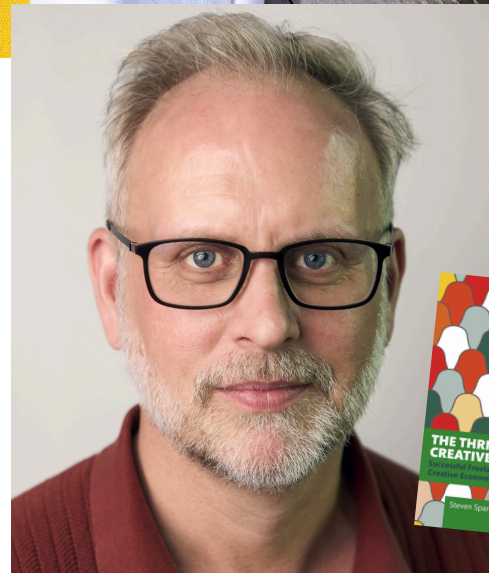


@JUSTLAINAJANE

Inspiring Creatives to Thrive with Steven Sparling



Our very first conference, hosted at Michigan State University in partnership with the Burgess Institute features keynotes and workshops from several leaders in the creative entrepreneurship space, including Steven Sparling. As an Accredited Coach on brand storytelling, effective pitching, and impactful sales conversations for founders and creatives, as well as an author of a comprehensive new book on successful freelancing in the creative economy— we knew he would be a great influence for college creatives aiming to monetize their skills. He's coming all the way from London to share his insights with our student community! Find his book, '*The Thriving Creative*' linked above.



AUTHOR OF *THE THRIVING CREATIVE*
KEYNOTE SPEAKER, SCALE BY STUDENT-MADE '26



do more
of your
favorite
things

student-made



Keep it Creative,
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