

## The Peale, Baltimore

*Out of the Blocks* Storytelling Series

Recorded by Aaron Henkin; Photographs and Music by Wendel Patrick

Produced for the Out of the Blocks website, created by the Peale, <https://ootb.thepeale.org/>



Malacka Reed El (00:01):

Love Rosher, the only, of Rosher Cosmetics. I love her so much because I got my start from Rosher. I went to her school lots of years ago, and I was her top student, and I became a teacher at the BEAT school, Beauty Expert Artistry Training, where I was once a student, and I ran her school while she went on to do greater things. Then told her that it was time for me to launch my own brand. And She embraced me, and she loved me and respected me for it. Launched my own brand, and it's been nine years in business. Malika Reed L., 2437 St. Paul Street. Here at It's Malika's Makeup and Fashion Studio, we sell makeup. The name of my brand is called Skai Ryan Cosmetics. Then there's the fashion aspect of it, where we are stylists here. We help women pick and choose what looks they need for different functions and we sell clothes.

Malacka Reed El (00:57):

This is a halter dress. It's so cute. These are our oversized dresses. This is our K dress. It's spaghetti strap. I love it so much because it's completely oversized. We like texture and we like bold. It's so lacey. It's so

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pretty. It's kind of fitted across the chest. You can wear this in Miami. You can wear this on an island. It's sparkly. It's very pretty. It's dainty. It has pockets.

Malacka Reed El (01:18):

The art of creating a personal brand is basically staying true to yourself and figure out what's going to make you different. For example, I can't afford to have a commercial on regular television all day, every day, but listen, I have all of 127,000 followers that's watching me every single day on my Instagram page, over 80 something thousand on Twitter and listen, I'm going to use that platform. That's what I did. I make these small commercials. I get on, up and down St. Paul street, and I model my clothes. And I described them, and twist and turn and show them all the details. And That made me different.

Malacka Reed El (01:54):

I want to let you know that our denim romper is back in stock. You know, the one with the pockets. You know the one, the draw strings here. Zip in here. This is just Malika Reed L., I've been like this all of my life. A lot of people always say that, I'm so animated and I'm dramatic. I used to be in dramatic Rican festivals in middle school and high school and elementary school. And I won every time, I read and I used to do drama and acting and all of that. This is just my personality. It's just love. It's lit. It's who I am. It comes from within and it didn't come from someone in my family. I don't act like, even my mom will be like, "where did I get you from?". You know what I mean? But it's just why I am, I've always been what they will call "extra", it's just how I am.

Malacka Reed El (02:46):

I was on Teen Summit, bottom line to the point, Donahue. When I was young, I went to the school called Paquin, and that was a school for pregnant girls and Donahue had us on his show. And they wanted to ask us about, how do we get pregnant so young? And were we afraid? And were we scared, and things of that nature. And so I was a spokesperson for my school and I'm like, "Hey, listen, we made some mistakes. Our babies aren't mistakes, obviously, but we got pregnant and you know, we still have goals. We still have dreams. We still are inspired. We're still going to make it. And you that don't have a baby. You're going to get there faster than me. So take advantage of you getting there faster than me. And then I'm going to be running the same race, but then there's going to be a wall right there.

Malacka Reed El (03:33):

And then I'm just going to climb up the wall. And then I'm just going to jump over the wall. And then I might land and you might land standing straight up. And I might land in the dirt and my hands might get a little bit dirty. And then I'm going to continue to run that same race. And when I get there, I'll see you." Here I am now, 41. And a lot of those people that didn't have babies, aren't where I am and where a lot of teenage mothers are. And people that grew up in the hood are, and the people where people didn't expect you to win. Like, people just don't expect, if you have a child at a young age to win.

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They don't expect if you come from the projects to win, or you come from the hood, to win. To make six figures, in a year, to make seven figures in two. They don't expect that they don't expect these things to happen in your life because, hey, this is not the way it was set up.

Malacka Reed El (04:25):

This wasn't a part of the agenda. The agenda was to put bad food in your community and, and put bad music on the radio for you. And to expose you to things in your community, that's going to cause you to lose, but you're winning. How did you win? How did you do that? The thing is this. It doesn't matter who you are, or what your background is or where you come from, or what color, the color of your skin, what matters is what's within, what you're willing to overcome, who you're looking at for inspiration, what goals you set for yourself, and how you plan to reach them, setting a plan, making the plan, going above and beyond to put that plan, and make all of those dreams become realities. That's the mission. Nothing in this world can stop you from reaching your goals, but you... Nothing, not a community, not a drug addict mother, not the fact that you had a baby, not a bad relationship, nothing, but you.

Malacka Reed El (05:33):

In life, We have always heard that, quote, unquote, "Black people don't support each other.". It's the biggest lie you'll ever hear. Because so-called black people, are my biggest supporters. You'll also hear that Baltimore don't support each other. Biggest lie. You know, Baltimore support each other, melanated people support each other. We love each other. Do we need to do it more? Yes, we are. And it's happening. The black dollar is increasing. Right? Were keeping our money and our communities as well, it's happening. So I want to leave with this. Melanated people, we are here. We are thriving. Our businesses are thriving. We are not all popping pills. We are not all dressing naked. We are not all on the corner. We are not all hating each other. We are not all calling each other B'S. We are not all calling each other, the N word. And we, in the return of Kings and Queens, are here. We are waking up by the millions. We are vibrating higher by the millions. And this is our time, we are here and we are not going anywhere. And I thank you for supporting us. I thank you for getting our stories out there. I thank you for being able to come to our stores, to even get an interview, I thank you. I thank you. It's appreciated.

Speaker 2 (07:08):

You're on 2,400 St. Paul Street.

Speaker 3 (07:10):

It's out of the blocks.

Speaker 4 (07:12):

One city block...

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Speaker 5 (07:13):

Everybody's story.

Speaker 6 (07:14):

[singing 00:07:14]

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