

FOSSIL AND ENTREPRENEUR JULISSA PRADO CELEBRATE THE LATINX COMMUNITY AND HERITAGE WITH SPECIAL JEWELRY COLLABORATION



Richardson, Texas – September 15, 2023 – In celebration of National Hispanic Heritage Month, Fossil is partnering with trailblazing entrepreneur and proud Latina Julissa Prado. A longtime friend of Fossil, Julissa is the Founder and CEO of Rizos Curls—a clean hair care line that celebrates the beauty of curls, coils and waves everywhere. As a first-generation Mexican-American, Julissa’s humble upbringing growing up in the Los Angeles community inspired her entrepreneurial pursuit. This year, we have expanded our partnership with Julissa to create a special-edition [jewelry collaboration](#), designed to radiate the bright spirit of the Latinx community.

“Jewelry is embedded in my culture with jewelry pieces symbolizing important milestones in our lives and our heritage. The collection features a Cuban link style chain that pays homage to all the pieces I owned in the past and the emerald green-colored stone is a nod to my Mexican heritage. Everything I do is in celebration of my culture, and I hope you can feel the love put into designing these pieces while wearing the necklace and bracelet,” says Julissa.

Julissa designed the pieces in polished brass, each balanced by a teardrop crystal in emerald green, which look great on their own or can be layered with other pieces. The necklace and bracelet are a vibrant homage to Julissa's personal style and the community that made her, her. Exuding pride, joy and confidence, the necklace (\$80) and bracelet (\$65) are packaged in a custom-designed tin adorned with flourishing hibiscus and the Mexican orchid, Julissa’s favorite flowers.

In honor of our collaboration with Julissa, Fossil will make a donation to [Latinos for Education](#) whose focus is creating an equitable education for the next generation of Latino students.

Visit [Fossil.com](#) and select Fossil retail stores to shop Julissa Prado x Fossil beginning **September 15**, and follow @Fossil to stay up to date on future launches.

FOSSIL

[Fossil](#) is a leading global lifestyle accessories brand inspired by creativity and ingenuity. We create timeless, well-crafted leather goods, jewelry and watches made to ride alongside you wherever you take life next. In everything we do, we strive to Make Time For Good™, working to create positive change for our people and communities.

ABOUT JULISSA PRADO

Born and raised in Los Angeles, California, Julissa Prado is a cultural changemaker and the Founder/CEO of Rizos Curls, a clean hair care line that celebrates the beauty of curls, coils and waves everywhere through high quality products and educational content. She is one of the leading faces of modern entrepreneurship, having been named “Entrepreneur of the Year” by Beauty Independent’s Beacon Awards and by Cosmopolitan as the “New C-Suite Women of Color Who Are Changing Corporate Culture.” Julissa’s popular hair care brand, Rizos Curls, leads with community, authenticity and a social media-first mindset, making it one of the top 10 most followed hair care brands on TikTok. The brand is available in over 4,000 locations at ULTA Beauty, Target and Sally Beauty Mexico. Julissa is also an active national speaker with speaking roles at TED Talk, Create & Cultivate, Harvard University, the United Nations, among others.