



*Maggy*  
FRANCOIS

EXECUTIVE DIRECTOR OF  
SPECIAL EVENTS  
FASHION DESIGN DIRECTOR  
PUBLISHED AUTHOR  
COSTUME DESIGNER  
MARKETING & BRAND EXPERT  
CASTING DIRECTOR



In 1996, **Maggy Francois** launched her career in style, producing events for clients along the East Coast and securing her first major contract with the Congressional Black Caucus. With a clear vision and unmatched creative instinct, she founded her self-titled company, Maggy Francois, LLC, a special events and creative production studio committed to creating the unimaginable. Her productions have showcased some of fashion's most celebrated designers, including Christian Siriano, Amsale Aberra, Korto Momolu, Betsey Johnson, Chris Brown Black Pyramid and more. From the start, her mission has been rooted in elevating and increasing visibility for the fashion and design industry through impactful productions and educational experiences. From humble beginnings to executing large-scale, high-profile events, Maggy consistently transforms fantasy into reality. She remains deeply involved in the selection, planning, and execution of every production, ensuring each experience is both intentional and unforgettable. With more than 25 years of experience spanning event planning, public relations, and marketing, she has a rare ability to draw audiences to brands, causes, events, and ideas always infused with her signature *je ne sais quoi*. Most recently, in 2024, Maggy Francois led the Costume Design and Casting teams for a high-profile Super Bowl commercial, delivering seamless execution on one of the world's largest stages.

Maggy also amplifies visibility within the fashion and design industry as a lead costume designer and casting director for commercials, productions, and feature films. Her will to thrive was tested at three pivotal moments in her life, yet she remained a relentless entrepreneur throughout. In the midst of personal adversity, she successfully continued to build and lead multiple ventures, working as an award-winning creative director across fashion, film, and media. Her portfolio spans international and national campaigns, music videos, and commercials for notable clients including CW Television, the Congressional Black Caucus, Budweiser, Cheetos, Oil of Olay, Planters Peanuts, the NBA, Stella Artois, and more.

Maggy is instrumental in shaping the creative vision for a wide range of brands, productions, designers, and artists. A true style authority, she has collaborated with leading digital media and film companies including BET Networks, VH1, CW Television, Nordstrom, Saks Fifth Avenue, FOX 5, WUSA9, Old Town Alexandria, Juicebox Communications, Octet Productions, MegaMind Media, and VAYNER Media, among others. She has also partnered with renowned fashion director Monte Durham (Say Yes to the Dress) on TLC and Discovery Communications' Say Yes to the Prom, leading creative styling and overseeing custom designs for underprivileged youth melding fashion with purpose and impact. Her creative reach extends into music and entertainment, having worked with Grammy-winning and chart-topping artists such as Bon Jovi, Eminem, Sara Bareilles, Fat Joe, Cardi B, Snoop Dogg, and many more. Currently, Maggy serves as Creative Fashion Director and Marketing Director for Tony Award-winning and Grammy-nominated lead actor Myles Frost of MJ: The Musical. Her work and influence have been recognized internationally: Maggy was featured in Glamour magazine's iconic September fashion issue and honored as a Woman of Style by Modern Luxury Magazine.

In addition to her multifaceted creative career, Maggy is deeply committed to cultivating the next generation of fashion talent through education, mentorship, and design. She serves as a Professor in the Fashion Design Fine Arts Department at Bowie State University, where she actively mentors and develops emerging designers through hands-on, industry-driven education. Maggy is a professional member of the Recording Academy (GRAMMYs) and has served on the executive board of Fashion Group International as Marketing Chair. She also lends her expertise as an advisory board member for the DC Fashion Foundation and Macy's Fashion Incubator, supporting innovation and entrepreneurial growth within the fashion industry. Expanding her impact on creative communities, Maggy spearheaded the launch of Design Park 3311 in partnership with the Prince George's Arts & Humanities Council, where she currently serves as Manager and Fashion & Costume Coordinator—bridging fashion, costume design, and public arts programming. Her work and influence have been widely recognized and featured in numerous national and international publications, including Glamour, The New York Times, Ebony, Entrepreneur, Vanity Fair, Vogue, and The Washington Post, among others.



## FROM BEHIND THE SCENE PRODUCTION SETS TO THE CLASSROOM CORRIDORS



### *Education*

Academy of Art University, San Francisco, CA  
Master of Fine Arts in Fashion Visual  
Merchandising/Product Management (*in  
progress*)  
Delaware State University, Dover, DE  
Bachelor of Science in Family & Consumer  
Science  
Catholic University, Washington, DC  
Certification in Education

### *Certifications*

Virginia Collegiate Professional License in  
Marketing Education  
Virginia Collegiate Professional License in  
Fashion Design Occupations  
Virginia Collegiate Professional License in  
Family and Consumer Sciences

### *Awards & Memberships*

- Grammy's Recording Academy Member
- Black Music Collective
- Tigerlily Foundation Empowerment Courage Award
- Executive Board Marketing Chair for Fashion  
Group International, Inc.
- Greater Washington Fashion Chamber of  
Commerce
- Maryland Department of Education, Senatorial  
Unique Majors Scholarship
- Advisory Board Member DC Fashion Incubator

*Maggie Francois is the ultimate professional. Every project from start to finish is treated with professionalism and her unique style of dedicated expertise. Her dedication to giving each project the professionalism and service required is why she is recommended over and over again. A great talent and a go to source on all things fashion and events*

*- Karen Maria Alston, Founder AM&G Marketing & The Spectrum Circle*

# MAGGY'S *Visual* SPOTLIGHTS

## IN THE NEWS

& AROUND TOWN ...

**GLAMOUR**

**marie claire**

**PLAYBILL**

A Theatre Tradition Since 1884

**DAILY NEWS**

**The New York Times**

**VOGUE**

**EBONY**

**The Washington Post** **yahoo!news**

**Northern Virginia MAGAZINE**

**BLACK ENTERPRISE**

**WWD**  
WOMEN'S WEAR DAILY

**THE CW50**

**VARIETY**

**MODERN LUXURY DC**

**Hollywood THE REPORTER**

**Entrepreneur**

**TIME**

Maggy has been featured in many of today's top publications from Glamour and Ebony Magazine to Entrepreneur Magazine and Black Enterprise.



**VANITY FAIR**

Pouvoir Culture Mode Vanités Et Aussi



**MAGGY FRANCOIS and HER MUST-HAVES**

**THE SCENT** "From the first whiff, I'm smitten with the scent of this perfume. It's a mix of bergamot, orange, and sandalwood. I'm a fan of the classic bottle, too." **Deborah Parikh**, a perfumer at Tom Ford, says the notes of orange, bergamot, and sandalwood merge, creating a "soft, creamy, citrusy, and floral fragrance." *(\$165, [tomford.com](#))*

**BEAUTY BASE** "I'm a huge fan of this mask because it leaves your skin feeling smooth and hydrated. It's perfect for those days when you just don't have time to do a full skincare routine." **Elle McPherson**, founder of *elle* skincare

**SHINE ON** "I'm obsessed with this mask because it leaves your skin feeling smooth and hydrated. It's perfect for those days when you just don't have time to do a full skincare routine." **Elle McPherson**, founder of *elle* skincare

**LIP COLOR** "I'm a huge fan of this color because it's a great shade for fall. It's a matte finish, so it stays on all day." **Elle McPherson**, founder of *elle* skincare

**HARDCARE** "I'm a huge fan of this product because it's perfect for the winter months. It's a great way to keep your skin hydrated and moisturized." **Elle McPherson**, founder of *elle* skincare



# MAGGY'S SPOTLIGHTS

## FILM PRODUCTIONS & APPEARANCES

Bon Jovi, Red, White & Jersey music video  
Oil of Olay commercial  
Super Bowl Commercial for Travel South Dakota, 2024  
Ledisi Super Bowl 2025  
Cheetos & Pepsico Commercial  
Samantha Walke, Congressional Black Caucus Host  
George Wallace press tour  
Snoop Dogg & Harlem Globetrotters  
The Wesley South African Christmas  
The Wesley Christmas  
The Delrhonda Hood Story, Bet Network  
Bet Network BETher HotLyne, Season 1  
Bet Network BETher Waiting Room, Season 2&3  
Bet Network BETher The Couch, Season 2&3  
The Christmas Lottery, Bet Network  
The Available Wife, ALLBLK Network  
Holiday Heartbreak BETher  
ALL IN {Bet Networks & ABFF award winning film}  
CENTRIC TV "Bershan Shaw Love U Experience"  
Secrets, Bet Network  
Couples Night, Bet Network  
USA Network: Characters Unite "I Won't Stand For"  
"Say YES to the Prom" TLC Network & Discovery Channel  
Curvy Brides TLC Network & Discovery Channel  
POLITICS OF FASHION, CAST  
CW Television Fashion & Style Correspondent  
WDCW-TV Casting Director for Americas Next Top Model  
News Channel 8 Let's Talk Live  
FOX 5 WTTG Television  
WHUR & Sirius XM Satellite Radio  
WUSA9 News  
Channel 7  
WJLA TV affiliate "Let's Talk Live"  
BET Network  
DC50 TV



Maggy Francois has been an ambassador and influencer for corporations and campaigns like Hairfinity, General Motors, Glamour, Shea Moisture, Tigerlily Foundation, Lash Moi and USA Network to name a few.

## FILM SCREENING PARTNERS

MegaMind Media  
OCTET Productions  
Bold Move Media  
Broad Green Pictures  
Fox Searchlight Pictures  
Lionsgate Films  
FX Networks  
Allied Marketing  
Focus Features

# CREATIVE

# womeninfashion

# womenineducation

# womeninfilm



# MAGGY'S

## BEHIND THE SCENES

### CLIENTS

Bon Jovi  
Myles Frost, Tony Award Winner  
TS Madison, Actress and Singer  
Kim Fields, Actress & Director  
PEPSICO & Cheetos  
Travel South Dakota  
Budweiser  
BETher Networks  
ROCNATION  
Mary J. Blige tour  
Fat Joe | Cardi B | Anuel video  
Adam Lambert  
Wisin | Yandel | Sech  
Anthony Hamilton  
New Hope Club  
Visit Alexandria  
Planters Peanuts  
Stella Artois  
Vayner Media  
The Alkaline Agency  
Betadine  
Ketel One  
Kevin Hart "Hart of the City"  
JetSmarter  
NBA  
CW Television/ Tribune Media  
JuiceBox Design Communications  
Tysons Corner/Galleria  
News Channel 8 Let's Talk Live  
FOX 5 WTTG Television  
WHUR & Sirius XM Satellite Radio  
WUSA9 News  
Channel 7  
WJLA TV affiliate "Let's Talk Live"  
Sara Bareilles music video  
Steve Aoki & Lil Yachti music video (Art)  
Cardi B "Money" music video (casting)  
Atlantic Records  
Epic Records  
Universal Music Group  
RCA Records  
Emeli Sandè music video  
Lil Uzi Vert Music Video

### COSTUME DESIGN | VISUAL STYLIST | CASTING DIRECTOR



playbill.com

≡ PLAYBILL® PAID ADVERTISEMENT

#### Broadway Goes Bare

From missing shirts to turning fashion into activism, **Myles Frost**, **Calvin Leon Smith**, **Lupita Nyong'o**, **Katy Sullivan**, and **Sophia Choi** didn't hesitate to make a big statement.

Myles Frost took to Instagram to get his followers' help selecting his outfit for the evening. Styled by Maggy Fancy Francois, Frost ended up baring his chest in a head-to-toe pink suit.



# MAGGY'S

## Style FILES



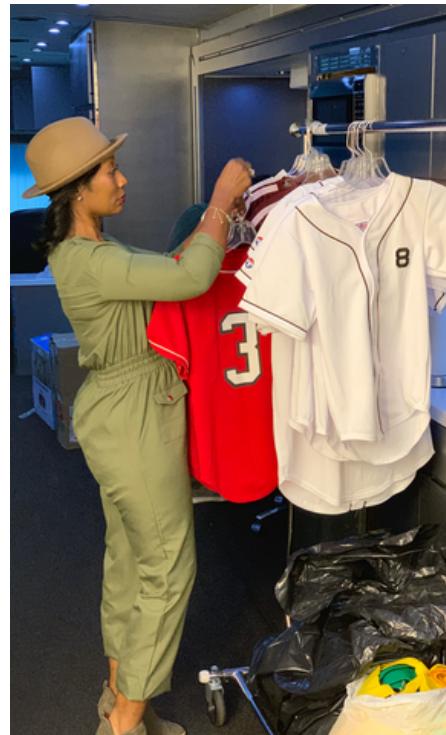
### UR PRETTY

and owner of Maggy Francois LLC, on over-ing good while doing it.



**W**hat can't Maggy Francois do? Just a few things on her day-to-day schedule: balancing work as an event planner with her namesake company, educating high school students as a fashion design director for Fairfax County Public School putting our area on the map as part of Glamour's Popularizer 100 and selecting the D.C. participants for "America's Next Top Model" each cycle. If you are exhausted from just reading that list, imagine how Francois feels. "How do I do it all? I surprise myself," she says. "I'm still mastering how to do it every day. If you love what you do, you will find the time."

Because Francois cannot be put in a box when it comes to her career, it is



# MAGGY'S

*Style*  
**FILES**



# MAGGY'S

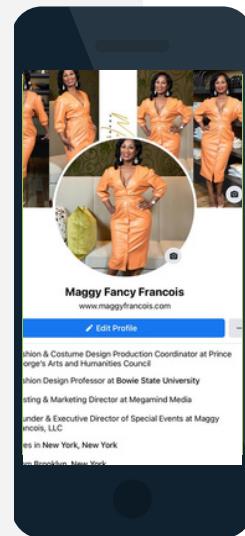
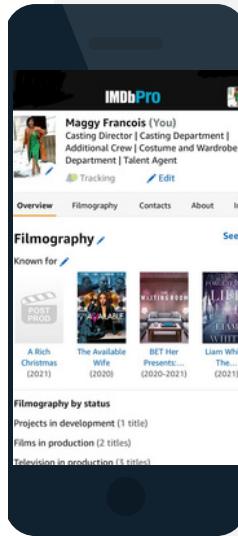
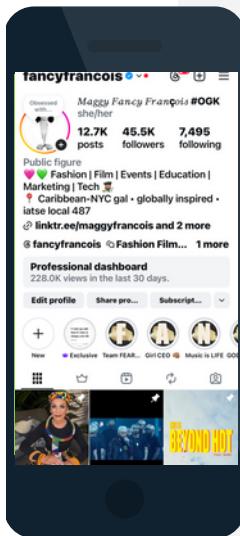
*Style*  
**FILES**



# Stay CONNECTED

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## FOLLOWERS ACROSS ALL SOCIAL MEDIA PLATFORMS





***Executive Director of Special Events |  
Fashion Design Director | Professor  
Published Author | Costume Designer  
| Marketing & Brand Expert |  
Visual Merchandising |  
Casting Director***



***me@maggyfrancois.com***



***www.maggyfrancois.com***



***202.251.7143***



***@fancyfrancois | #FANCYpicks***

**LET'S CONNECT!**