



NEW YORK STATE SENATOR

Pete Harckham

Harckham Presents Award to Brown Dyed Girl, a Stylish Somers Business

PETE HARCKHAM May 31, 2022

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Somers, NY – New York State Senator Pete Harckham presented a special NYS Senate Empire State Award recently to Jordan Baker, founder and owner of the successful Brown Dyed Girl boutique, which has gained substantial recognition in the fashion industry, and even some international fame as well.

“Jordan has used her innovation, hard work and creative use of social media to grow a hobby into a global business,” Harckham said. “We are fortunate that she based her shop right here in Somers, because she could have chosen to locate in trendier fashion neighborhoods in New York City. Best of all, her products are made in the U.S. We thank her for her contributions to our community.”

The boutique, located in Baldwin Place, was spotlighted in a Super Bowl commercial this year, which showed *Saturday Night Live* (also known as *SNL*) comedian and actor Pete Davidson wearing one of Baker's loungewear creations. Her growing presence on Instagram drew the attention of Davidson's stylist, who reached out to Baker about using the outfits in the commercial.

Baker leveraged the popularity of loungewear during the pandemic lockdowns to maximize the marketing of her products. She opened the boutique about two years ago, but sells her products mostly through social media. She designs the apparel and accessories in New York and manufactures the clothes in Los Angeles.

"I am living out my dreams, doing exactly what I want to do in my hometown," Jordan said. "I am lucky for all my supporters and customers and would not be here today without them. This award is a big accomplishment. I hope I can inspire other small businesses."

Baker graduated from Somers High School and studied fashion merchandising in college. She quit a well-paying job in New York City to start a business selling tie-dyed loungewear. By that time, her hobby of making tie-dye outfits had transformed into a side business that she operated out of her parents' basement.

The Empire Award recognizes businesses that make outstanding contributions to the growth, prosperity and betterment of their community and New York State.