

## Season 2 | Episode 6 Show Notes

### More Than Rice and Beans: The Bronx Is Not Burning, It's Thriving! With Guest Amaury Grullon

#### ***Episode description:***

There's no pride quite like the people from New York's boroughs have in their neighborhoods. In this episode of *More Than Rice and Beans*, Tania and Miguel are joined by Amaury Grullon, the co-founder of Bronx Native, an apparel, art, and media brand devoted to highlighting the beauty of the Bronx and lifting fellow Bronx creatives. Amaury shares the inspiration and challenges behind creating a niche brand to serve his community and shares how Bronx Native is working to educate and inspire their neighborhood and beyond.

#### ***Highlights:***

- Amaury tells us where the idea for Bronx Native came from and why he decided to go into business with his sister.
- Why New Yorkers feel so much pride in their neighborhoods.
- The highs and lows of getting celebrity exposure for your brand.
- How creating a brand as a Latinx family presented challenges and worked as an asset.
- The pressures and privilege associated with representing your community when you achieve success.
- Amaury's favorite meals to eat in the Bronx.

#### ***About the guest:***

Amaury Grullon is the co-founder of Bronx Native, an apparel, art, and media brand devoted to highlighting the strength and beauty of the Bronx and its people. Amaury and his co-founder, sister Roselyn, grew up in the Longwood section of the Bronx and have always felt passionate about supporting their community. When the pair realized, they were struggling to find clothing that represented their neighborhood, they decided to do it themselves. Bronx Native was launched as a store to sell apparel that starts a conversation and supports the creative community of the Bronx, highlighting local artists, writers, and creators.

#### ***Links:***

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