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Welcome to the

ROWAN ROOTS MARKET

The Rowan Roots Market was created to celebrate the talent, creativity, and entrepreneurial spirit found across Rowan University. What began as an idea to highlight student and alumni makers grew into a lively marketplace filled with food, art, jewelry, beauty and wellness products, and handcrafted goods.

Launched for the first time in Fall 2025, the Rowan Roots Market received more than 80 vendor applications, from which 36 student and alumni owned businesses were selected to participate. These vendors represented nearly every college on campus. More than 400 attendees visited throughout the day, and vendors generated almost \$14,500 in revenue in only six hours. Several sold out of products well before the event ended.

Throughout the day, student and alumni founders managed their own shops, interacted with customers, shared the stories behind their products, and gained valuable experience operating in a live, fast-paced marketplace.

Visitors had the chance to meet Rowan's entrepreneurs, discover new products, and see what their peers are building beyond the classroom. For many, it sparked ideas of their own and offered a closer look at the creativity and determination found throughout the university.

In the weeks leading up to the market, the Rowan Center for Innovation and Entrepreneurship (RCIE) met individually with every vendor to help them design their storefront concept. These consultations focused on layout, customer engagement, inventory planning, and how to present their brand in a real market setting. Vendors also had access to RCIE's many resources, including 1:1 mentorship and a variety of workshops designed for students launching or growing their own business.



Browse the following pages to explore the vendors featured at the 2025 Rowan Roots Market. Each vendor page includes a QR code linking directly to their shop or website so you can continue supporting their work.

About the

ROWAN CENTER FOR INNOVATION & ENTREPRENEURSHIP

The RCIE is the university's hub for creativity,

innovation, and entrepreneurial learning. It supports students, faculty, and staff from every academic discipline by offering mentorship, workshops, accelerator programs, funding opportunities, and more than 120 events and engagements each year that help move ideas toward launch, growth, and revenue.

RCIE has earned both national and international recognition for its work, including multiple awards from AACSB Innovations That Inspire and the International Council for Small Business. Rowan's undergraduate entrepreneurship programs have been consistently ranked among the Top 50 in the nation and the Top 12 in the Northeast by The Princeton Review and Entrepreneur Magazine since 2022.



See how Rowan is championing the next generation of entrepreneurs, innovators, and changemakers.



Hand-crafted ceramics, paintings, and mixed-media artwork.

FOUNDED BY

Bethany Carns
Biomedical Arts & Visualization '26



Scan the QR code to learn more or place an order.

SIMPLY SERENE SCENTS

FOUNDED BY

Giada DeVito Entrepreneurship '28



A New Jersey based candle company focused on simple, comforting aromas, with each candle handcrafted using 100 percent soy wax and eco-friendly wicks.

Scan the QR code to learn more or place an order.

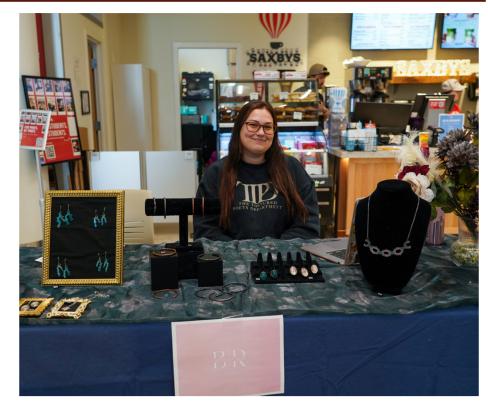


BETHANY ROSE JEWELRY

A metalsmithing studio specializing in unique, original pieces that are completely handfabricated.

FOUNDED BY

Bethany Oliveri Art Education '26



Scan the QR code to learn more or place an order.



Sorrento Sisters

SORRENTO SISTERS

Colorful, lively designs that connect with the interests of this generation. We offer products like stickers, pins, keychains, buttons, zines and art prints.

FOUNDED BY

Lauren Sorrento Liberal Studies '24

Scan the QR code to learn more or place an order.

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AVA'S BEADED GARDEN

> Handcrafted beaded flowers that use high quality seed beads, wire, and embroidery floss, each one shaped and assembled by hand.

FOUNDED BY

Ava Walsh

Biological Sciences '29

blends modern design with organic influence to create pieces that connect people to creativity and

Handmade art that

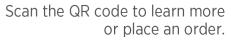
KALIANI

FOUNDED BY

intentional living.

Kaliani Hoffman Studio Art '26











or place an order.

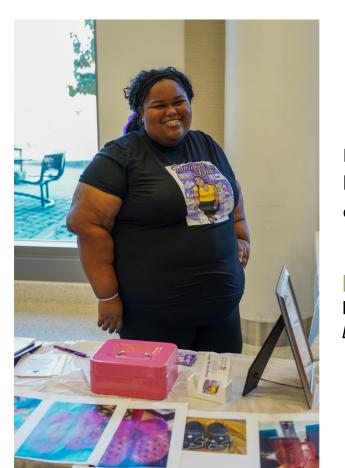
Scan the QR code to learn more

EAST COAST JEWELS

Coastal jewels handcrafted with love, made for everyday wear and for life's most memorable occasions.

> Scan the QR code to learn more or place an order.





DESIGNEDBYDAE

Handcrafted, customizable accessories that blend creativity, confidence, and personal expression.

FOUNDED BY

Dae'Nayshah Hargrove Elementary Education '26

> Scan the QR code to learn more or place an order.

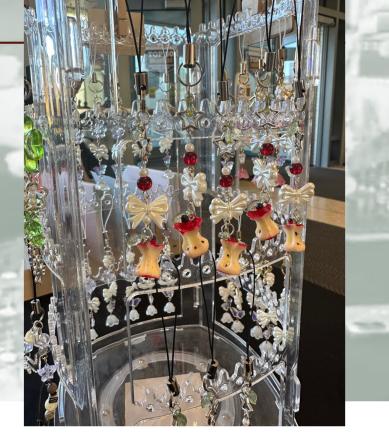


MAQIISAN

An artist and trinket-maker specializing in fandom-inspired creations and handmade accessories that capture the fun, creativity, and charm of "cuteness aggression."



Asma Homayra School Psychology '29



Scan the QR code to learn more or place an order.



YARN OVER OLIVE

Specializes in cozy crochet creations and freshly baked treats, blending creativity and flavor to bring you unique, handcrafted items made with care and intention.

FOUNDED BY

Olivia Lee Accounting '29

Scan the QR code to learn more





Custom 3D-printed lithophanes and model creations, bringing imagination to life through personalized design.



FOUNDED BY

Noah Kilgore Civil & Environmental Engineering '28

code to learn more or place an order. Scan the QR code to learn more





ANIMADAMIA

Hand-painted glass art that brings your favorite animated characters, pop culture icons and original designs to life.

FOUNDED BY

Mia Priestley Biological Sciences '28



Scan the QR code to learn more or place an order.

or place an order.

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BUNNY & CO

An artist duo specializing in handmade art, prints, and crochet creations. Each piece is crafted with care, blending creativity and detail to create unique, fun, and collectible works of art.

FOUNDED BY

Brianna Fields Psychology '26

Meloney Coulter Art Education '28



Scan the QR code to learn more or place an order.



FOOD & BEVERAGE

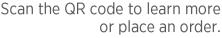
A faith-centered dessert business dedicated to "renewing spirits with sweet treats". The bakery blends creativity, comfort, and community through handcrafted desserts.

FOUNDED BY

Tashir Ballard Diversity and Inclusion '27









Handcrafted folk instruments representing countries across the globe, each crafted in celebration of its cultural heritage and origin.

Robert King



Mechanical Engineering '28



Scan the QR code to learn more or place an order.

SAMMI'S SANDWICHES & SAUCE

Homemade chicken sandwiches with a bold and flavorful sauce that will leave you craving more.

FOUNDED BY

THE

BALLARD

BAKERY

Samantha Tamtama Entrepreneurship '28



Scan the QR code to learn more or place an order.



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DELICIAS NENES

Bringing the warmth of family and the flavor of Mexican tradition to every "pedacito" bite.

FOUNDED BY

Ana Martin Spanish & Education '28





Scan the QR code to learn more or place an order.



BAKES BY BETH

Cakes, cookies, whoopie pies, and other desserts made to bring happiness to every customer.

FOUNDED BY

Beth Rasa Marketing '29

Scan the QR code to learn more or place an order.



SWEET THANG BOUTIQUE

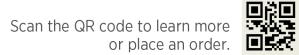
CAKERY

A gourmet cupcake bakery empowering our community through cleaner, healthier dessert options and supporting the important work done by small, local nonprofits.



FOUNDED BY

Yvonne Taylor Writing Arts '26







MOLLY'S MATCHA

A social enterprise that believes in bettering the lives of both people and pups, one cup of tea at a time.

FOUNDED BY

Jacqueline DeLorenzo Entrepreneurship '22, MBA '27

Scan the QR code to learn more or place an order.



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LOVE LANGUAGE BAKE SHOP

Come for the Cinnabons - the soft, gooey, melt-in-your-soul kind. Stay for the cookies, cakes, and handcrafted treats that define Love Language Bake Shop, a home-based bakery where every dessert is baked from the heart and designed to bring comfort, connection, and pure joy.

FOUNDED BY

Mahogany Henderson Mechanical Engineering '28

Scan the QR code to learn more or place an order.



or place an

PIES & BITES

A small business specializing in Afro-infused hand pies inspired by traditional recipes from West Africa. Each pie is handmade filled with sweet and savory fillings baked to perfection.

FOUNDED BY

Hadia Barakat Molecular & Cellular Biology '26



Scan the QR code to learn more or place an order.



BOBICA BARS

A convenient, first-to-market, allergen free superfood glazed granola bar that delivers the benefits of smoothie bowl superfoods in a portable and delicious way designed for modern lifestyles.

FOUNDED BY

Harrison Nastasi Management & Entrepreneurship '26

Justin Iannelli

Marketing & Entrepreneurship '26



Scan the QR code to learn more or place an order.





A French-inspired bakery dedicated to bringing people together through sweets, art, community, and the joy of the beautiful life.

FOUNDED BY

Danielle McManus Entrepreneurship '25, MBA '27

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CANTARE

A clothing brand offering stylish yet comfortable pieces made from soft materials and designed to follow the latest trends.

FOUNDED BY

Sydney Cella Management '25



Scan the QR code to learn more



or place an order.

BANSHEE BOOTIQUE



A creative shop specializing in spooky and fun handcrafted inventions, including crystal centered pieces with a dark, sarcastic, and eclectic vibe.

FOUNDED BY

Mallory Boucher Anthropology '27

Scan the QR code to learn more or place an order.



Entrepreneurs

MOONLIT MARKET

A jewelry brand that began as a creative outlet and has grown into a place where customers can design and discover their dream pieces.

FOUNDED BY

Raegan Simon Elementary Education '29



Scan the QR code to learn more or place an order.



A veteran-owned company dedicated to funding cancer and dementia research along with helping to provide a safe place for victims of domestic violence.

FOUNDED BY

Angela Steward Psychology '27



Scan the QR code to learn more or place an order.



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LEFT HOOK APPAREL

A sustainable, handmade fashion brand that celebrates creativity and individuality through thoughtfully crafted pieces.



Patrice Clements
Biological Sciences '26



Scan the QR code to learn more or place an order.





KAITLYN'S THREADS

A clothing boutique that specializes in trendy, secondhand fashion and custom embroidered pieces tailored to your creativity.

FOUNDED BY

Kaitlyn Tran Management '24

Scan the QR code to learn more or place an order.



BOOKS

SOLUTIONS OVER EXCUSES



A motivational apparel and lifestyle brand that embodies strength, resilience, and accountability through bold designs and empowering messages that inspire people to push past obstacles.

FOUNDED BY

Andre Morgan *Management '26*

Scan the QR code to learn more or place an order.







Scan the QR code to learn more or place an order.

JACQUELINE AUMENTA

Public Relations '29

Meet the author behind Womanhood: A Different Perspective, a powerful story that highlights modern-day issues women face through a fictional woman's bittersweet childhood and traumatic life.

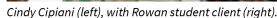
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CINDY CIPRIANI

Psychology '26

Confused? Stressed? Wondering what to do next? Need help with relationships, career, or self-confidence? The 5C Solution™: A step-bystep guide to answers.







Scan the QR code to learn more or place an order.

WELLNESS & BEAUTY



LUSHIOUS BEAUTY

A beauty brand committed to redefining beauty through sustainability, inclusivity, and ritual, offering intentionally formulated products that never compromise on comfort, performance, or ethics.

FOUNDED BY

Harshaila Saini Entrepreneurship & Marketing '26

Scan the QR code to learn more or place an order.





SHEARS HAIR STUDIO

A salon offering modern and trendy haircuts, precision barbering, and professional color services designed to help every client look and feel their best.

FOUNDED BY

Julian Doroteo Entrepreneurship '22

> Scan the QR code to learn more or place an order.



CLEAR MINDZ



On-demand yoga and Pilates meets holistic wellness.

FOUNDED BY

Ryan Ems Exercise Science '24, MBA '26



Scan the QR code to learn more or place an order.

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