

July 2026 Business Spotlight

conSHINement: Sustainable Style, Local Impact, and the Power of Connection



Eddie Reyes, Owner of ConSHINement

In the heart of Journal Square, conSHINement is redefining what sustainable retail can look like in Hudson County. As one of the largest fashion consignment destinations in Jersey City, the business has built a loyal following among shoppers who are passionate about style, value, and responsible consumption. By combining designer resale, streetwear culture, and environmental responsibility, conSHINement offers a curated shopping experience that makes premium fashion more accessible while supporting a more circular local economy.

Founded by Eddie Reyes, conSHINement specializes in designer labels, vintage finds, and modern streetwear, offering shoppers access to sought-after brands at affordable prices while helping reduce the environmental impact of the fashion industry. The business has become known not only for its carefully curated collection but also for its commitment to giving pre-loved fashion a second life and keeping high-quality goods in circulation.

Unlike traditional consignment models, conSHINement purchases items directly from sellers, providing immediate value and paying customers on the spot for their pre-owned fashion. Through its storefront at 910 Bergen Avenue and online platforms including Shopify, eBay, Poshmark, and Depop, the business has helped divert more than 80,531 items from the waste stream, reducing fashion waste while making premium brands more accessible to everyday shoppers and collectors.

A Partnership Built Through Connections

For many small business owners, growth depends not only on determination and vision, but also on access to the right resources at the right time. Through HCEDC's network of strategic partnerships, conSHINement was able to tap into legal support, workforce development opportunities, and entrepreneurial training programs that helped strengthen the business at critical stages of its growth.

Rather than offering one-size-fits-all solutions, HCEDC serves as a connector, helping entrepreneurs navigate a broad ecosystem of organizations, institutions, and programs designed to support business success throughout Hudson County. By connecting business owners with the resources they need to grow, HCEDC helps create jobs, strengthen commercial corridors, and foster the kind of entrepreneurship that drives long-term regional economic growth.

“conSHINement is a powerful example of what happens when local entrepreneurs tap into the full ecosystem of support available in Hudson County,” said Michelle Richardson, Executive Director of the HCEDC. “Eddie has embraced every opportunity—from legal resources to workforce development to entrepreneurial training—and turned them into real, measurable growth.”

For Eddie Reyes, those connections led to three opportunities that helped shape the next phase of conSHINement’s development.

Protecting the Brand

Through HCEDC’s partnership with the Community and Transactional Lawyering Clinic (CTLIC), conSHINement was introduced to the Rutgers Newark Law School Intellectual Property (IP) Clinic during 2023–2024. Through this connection, Eddie Reyes received support in securing the company’s fully registered trademark.

The clinic provides accessible legal services to small businesses, offering guidance on trademark searches, filings, and brand protection strategies that help entrepreneurs safeguard their identity as they grow.

Investing in Talent

conSHINement participated in the 2025 Hudson County Internship Program, receiving an intern who helped support marketing efforts and drive sales growth.

The Internship Program prepares early-career students to apply classroom knowledge, build professional connections, and gain meaningful real-world experience. After completing the 78-hour internship, the student was hired by conSHINement, transforming a workforce development opportunity into a successful local employment story and demonstrating the program’s ability to connect businesses with emerging talent ready to contribute on day one.

Building for Growth

Through HCEDC’s partnership with the Statewide Hispanic Chamber of Commerce of New Jersey (SHCCNJ), Eddie Reyes enrolled in and graduated from the 2026 Entrepreneur Training Program (ETP).

The program equips small business owners with practical skills in business planning, financial management, marketing, and long-term growth strategy, providing entrepreneurs with the tools and confidence needed to scale their businesses effectively.

“HCEDC has been with us at every major milestone,” Reyes shared. “They don’t just support businesses—they help build them.”

Growing a Stronger Hudson County Economy

conSHINEment represents the innovation, cultural vibrancy, and entrepreneurial spirit that define Hudson County. Through HCEDC’s support and strategic partnerships, the business has strengthened its operations, protected its brand, developed local talent, and accessed resources that support long-term growth.

That growth extends beyond a single business. By creating opportunities for workers, supporting local commerce, and attracting customers to Journal Square, conSHINEment contributes to the economic vitality of the community it serves. Its commitment to sustainability further demonstrates how entrepreneurship can generate both economic and social value.

Stories like conSHINEment’s illustrate why HCEDC invests in entrepreneurs. When local businesses have access to the right resources, connections, and opportunities, they are better positioned to grow, create jobs, and contribute to a stronger, more resilient Hudson County economy. By helping businesses succeed, HCEDC is helping expand opportunity, strengthen neighborhoods, and drive the long-term economic growth that benefits residents, workers, and communities throughout the county.

For more information about how the HCEDC can help grow your business, visit www.hudsonedc.org.

Explore:

- [conSHINEment](#)
- [Rutgers Newark Law Clinic: Community and Transactional Law Clinic](#)
- [Rutgers Newark Law Clinic: Intellectual Property Clinic](#)
- [SHCCNJ ETP](#)



ConSHINEment
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