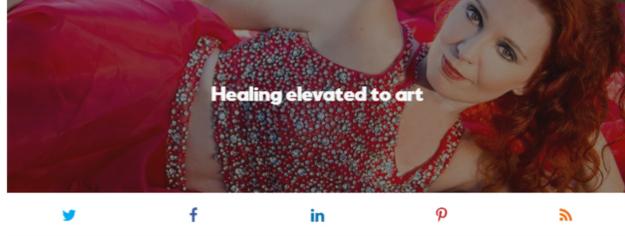


# Rubans Rouges Dance: How Noelle Rose Andressen turned her pain into beauty

By [Cate Barker](#) July 31, 2017



Hollywood, Calif. She took time out of her busy schedule recently to answer a few questions about business, beauty and life.

## The beginning of Rubans Rouges Dance

### You founded Rubans Rouges Dance in 2008. What inspired you to start a dance company?

Several things inspired me. For one, my own true life story about my “Red Ribbons” gave me courage and inspiration. I was abused as a child and later successfully battled breast cancer. I had fiercely fought my internal enemies and won. As many often experience, I found myself thinking, “Now what? How does one put their life back together after having seen and experienced all that I had? How does one return to a normal life ... and what is that life?”

### “Rubans Rouges” is the French translation for “red ribbons.” Tell us about that.

Overcoming the scars from abuse and cancer gave me strength — but what to do with it? All I saw was my life in shards before me on the ground. I had to find a way to put it all back together so

broken. And perhaps I could help others, too.



Photo: Lois Greenfield

## In the process of my quest, I met a beautiful woman — my ballet instructor who inspired me to



My husband, Kristopher, an Emmy-nominated music composer, often scored the emotional and inspirational sound tapestry for my dance pieces. This created a beautiful marriage on stage and behind the scenes.

## Ultimately, I danced my scars to show others that they too could heal. Thus began the beginning of Rubans Rouges Dance, my company and business.

With my instructor’s encouragement and my husband’s music, I began to dance and create based on my hurtful experiences in order to heal other people. I didn’t realize that my ballet instructor was also receiving healing from my dances.

### What was your biggest obstacle to starting Rubans Rouges Dance?

The greatest obstacle was **financing**. Being a survivor of abuse and cancer can leave you feeling less confident. I learned how to gain my confidence, and it reflected in my work ethic.



their hands ... or in my case, their feet.

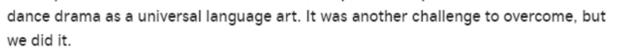
Once I found my confidence, others also became confident in my work.

### How did you find your particular niche in the world of professional dance?

My husband and I did a lot of research about what we believed was our **niche** and found that we didn’t fit into any one specific category. We had something very distinctive, which can be a good and bad thing. Good because we knew it was a fresh approach to live performance art. It was bad for the same reasons — we had to find and define our audience.

## Rubans Rouges Dance is not only entertainment. It heals and feeds the soul using a multi-media approach that incorporates filmmaking.

There’s a great need for healing in our world, we just found a different way to accomplish it. For us, the audience becomes a part of the performance when we use dance drama as a universal language art. It was another challenge to overcome, but we did it.



We see leaders and potential for leadership in everyone. We treat others as we would want to be treated. True integrity is an ethic that flows deep from within and shows in every aspect of our business. It’s how we treat clients, employees and collaborators.

## When you build up others, you ultimately build up yourself.

We don’t create a cut-throat environment to strive to be “Number One.” We encourage others to be their best. Sometimes, competition can be convoluted when “climbing the ladder to success.” However, competition ceases to be healthy when you don’t use ethics; it can then become malevolent manipulation.

## Tools for the art

### What digital tools have you used in growing Rubans Rouges Dance?

Our **domain name** is with GoDaddy, and we use GoDaddy’s Website Builder for our site. We like having



email accounts with the same company, as it makes billing easier for our accountant.

Previously, I’d taught myself HTML coding and a few other programming languages in the 90s and wished there was a less-expensive and easier way to build a website at the time. It was tedious learning essentially a “foreign language.”

We were all so grateful to find an easier way by using GoDaddy that also incorporates HTML coding to further customize our website. We have an excellent web designer/programmer who’s long since taken the computer programming out of my hands — with a huge

thumbs up to GoDaddy and their support team! This saves me much time and funds.



*Editor’s note: Want to take some initiative like Noelle? Try using [GoDaddy’s GoCentral Website builder](#), and create an online presence of your own in under an hour.*

## Parting advice

### What are your most valuable lessons?

Never give up. I was a survivor who became a THRIVER! I knew I was called to do something bigger than myself. I knew I survived breast cancer and child abuse for a reason. If I let little setbacks thwart me along the way, I’d never be where I am — embarking on our 10th dance season, having reached thousands of hearts.

Know your brand. This is my biggest advice for other entrepreneurs. Please take the time to research your field and get to know **your brand** and the inner workings of your community. If you’re **starting from scratch with a niche**, much like we did, know that you’re taking an additional risk. It’s not impossible, but will add to the challenge.

## A business can fail if you don’t know who you’re aiming your product toward.



them. They know what they want and want to get that from you. Be brave and do the work.

*Thanks for taking the time to talk with us, Noelle. Stop by [Rubans Rouges Dance](#), or check them out on [Facebook](#), [Instagram](#), [Pinterest](#) and [YouTube](#).*

Also published on [Medium](#).

Interview by [Michelle Handley](#), of [Noelle Rose Andressen](#)

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### Cate Barker

Cate Barker manages content for GoDaddy’s Canada, India and Australia blogs. She loves yoga, lobbying her elected reps, drinking wine, reading and chocolate (not in that order). Connect with her on [LinkedIn](#).

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