

“Blessed & Beautiful”

Informal Faith, Family & Community Events

Regular Weekly Church Services

For more contemporary churches, attire is “Blessed & Beautiful.” I will wear colorful sundresses, maxi dresses, pants and blouses.

Bible Studies

I typically attend once a week and will usually come in attire that is “Blessed & Beautiful.”

Watch Night Services

This annual church service gained significance in the black population on the eve of the signing of the Emancipation Proclamation: December 31st, 1862. That night in the Confederate states, slaves gathered in local churches and private homes, staying up all night waiting for word that they had been freed. To this day, Watch Night is held on December 31st in African American churches as an opportunity to thank God for the blessings of the past year and to hear their pastor’s vision for the year to come. Service usually begins at 10:00 p.m. and ends at midnight. Now that many churches have large congregations, there may be 2–3 services in one day. Attire is less dressy, but of course, elegant: “Blessed & Beautiful.”

Socials/Picnics

Whether I am celebrating with my church community or local community, I enjoy everything from teas to cookouts, coffee-and-conversation with the pastor and First Lady to movies, sports-watching parties, festivals and more. Even with the most casual of events, I tend to dress on the classy side: “Blessed & Beautiful.”

Brunches

These are very popular. I love going out to brunch with family, friends, church members, sorority sisters and couples. Usually, I will dress “Blessed & Beautiful” or “Powerfully Playful,” depending on where we’re going and who I’m going with.

Showers

These have gotten fancier with guests of honor often wearing a full-length dress that can be a maxi or a more formal dress. They are sometimes held at a nice venue and guests should arrive “Blessed & Beautiful.”

Family Reunions

Reunions usually last 3–4 days: Thursday night is often a welcome reception with a “Blessed & Beautiful” look. Friday night is a gala or banquet. Attire can range from “after five” to semi-formal. Saturday is usually the cookout with everyone in matching T-shirts. On Sunday, the family will go to church in church attire.

Graduations

High school and college graduations are special in the Black community. Attire varies from dressy, church-like style to a “Blessed & Beautiful” vibe.

Sorority Events

A small percentage of Ashro customers are members of a sorority. If I am a member, I will need many outfits with my organization’s colors. AKAs wear pink and green. Deltas wear red and white. Zetas wear blue and white. Additionally,