

“Queenly & Connected”

Cultural Celebrations

Afrocentric Clothing and Accessories

Fashion that is inspired by the colors, patterns, materials and styles of African clothing and jewelry. Afrocentric style can be creatively applied to the designs of dresses, tops, pants and suits...plus the more obvious: caftans, headwraps, ethnic-statement jewelry and empowering graphic T-shirts.

Traditional Afrocentric: Time-honored silhouettes like caftans and dashikis that tend to be designed in more conventional African prints.

Modern Afrocentric: Contemporary, stylish silhouettes created in beautiful African prints.

Black History Month Events

The month of February is dedicated to remembering and honoring the people, contributions and events of African American history. During this month, our customer will want different Afrocentric outfits for multiple events. This may be the time to make her biggest Afrocentric statement—some customers will likely be looking for at least 1 outfit with a matching headwrap.

African or African American Events

Occurring throughout the year, these events run the gamut from intimate dinner parties to large-scale celebrations. They can center around a wedding or reunion, movie premier, music, dance, art, education...just about anything. Guests are asked to wear Afrocentric attire.

MLK Jr. Day

Observed on the third Monday of January, this federal holiday honors and marks the birthday of Martin Luther King Jr. The family of M.L. King, Jr. asks that individuals make MLK Day a “day on and not off”. People are encouraged to volunteer their time at a homeless shelter or soup kitchen. For this kind of day, their dress will be casual. For dinners etc., dress becomes more elegant and could be a formal or informal outfit.

Kwanzaa

Created in 1966, this reflective holiday honors African American culture and is observed for the entire week after Christmas, from December 26 to January 1. It focuses on 7 principles (1 per day): Unity, self-determination, responsibility, cooperative economics, purpose, creativity and faith. It ends in a feast and gift giving. She may wear outfits that correspond to the colors of Kwanzaa: red, black, and green...or she may wear Afrocentric clothing that may coordinate with her partner.