

BEYOUTIFUL

Magazine

NOV. 2021 ISSUE 2

THE YEAR OF
BLACK-
OWNED
BUSINESSES

THE GLOWING
SKIN
NATURALLY WITH
MONAE
ESSENTIALS

THE JOYS OF PRINTS AND COLORS
ONLINE FASHION
WELCOMES NEW
BOUTIQUE

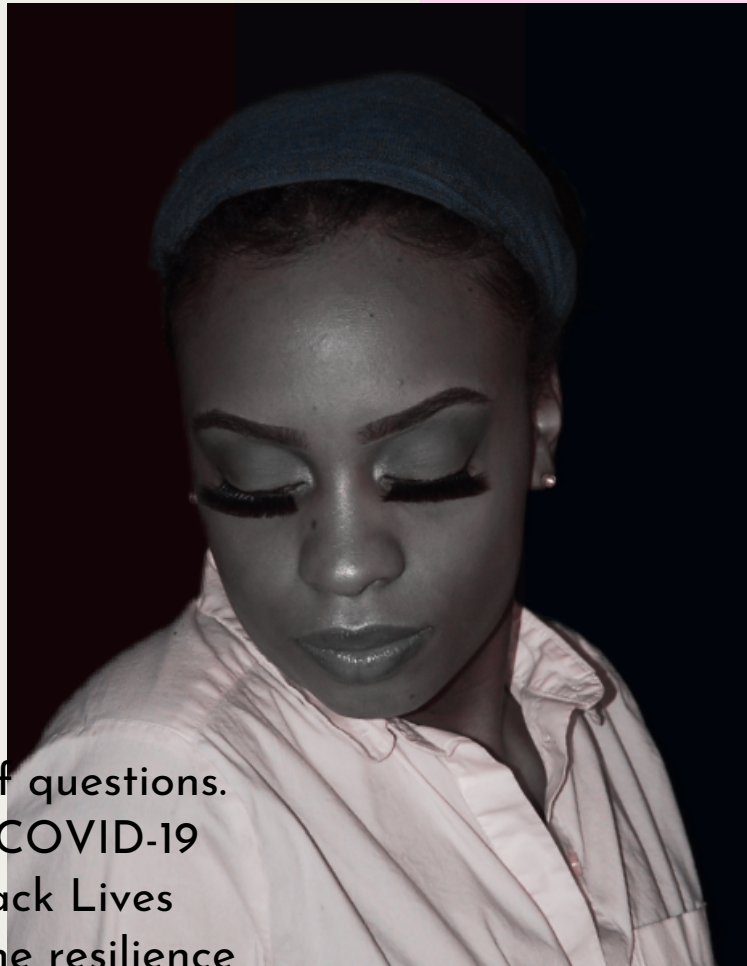
START YOUR
FITNESS JOURNEY
FITNESS TIPS WITH
K MONIQUE

ERICKA
SWINSON



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Note From the Editor



2021 has been full of questions. In the thick of the COVID-19 pandemic and Black Lives Matter movement, the resilience of Black-owned businesses has paved its way through two hardships. 2021 is the year of Black designers, creators, businesses, and artists receiving full recognition. This year, digital media and social platforms bloomed and became the voice for business and social issues. Throughout this issue, you will engage with Black-business owners. Covering their struggles through COVID-19 and how their business began to flourish.

-Founder and Editor
Odysseey Fields



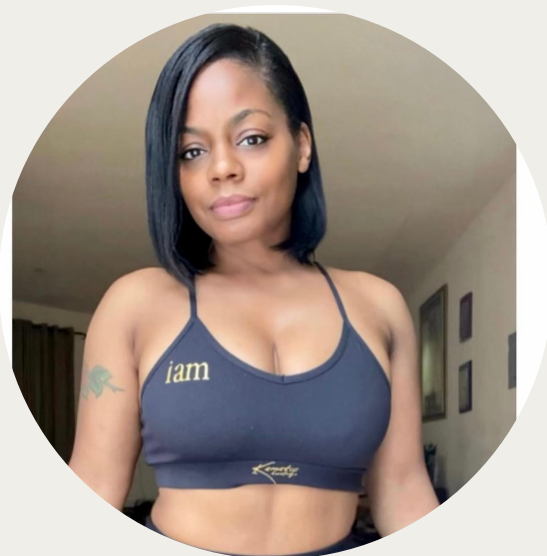
FIND YOUR NEW FAVORITE PRINT

Shop with N Longo for the trending prints and colors. Bring each of your favorite prints to life with your own style. On page

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READY TO BE FIT

Fitness comes with its up and downs, but see how this pastry chef got her dream body. Catch her tips and tricks. On page 5



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MAGAZINE

New Online Boutique Brings Back Prints and Colors





The world of fashion is encompassed in brilliant colors and fun patterns. From ruffles to floral prints the fashion trends of Summer 2021 have been one to remember. Through the inspiration of different cultures and love for prints, Nichole Longo used her love to create a sophisticated style with her creation of N Longo.

In the midst of Covid-19, Longo began developing her clothing website which created a platform for women's fashion in all shapes and sizes. The emphasis on fun different colors and prints marked the distinct fashion style of N Longo.

"My take is from the south and the midwest influence. For some reason, in New York, that's where we sell a lot too, so I used that and put a little edge on it and made it a little modern. I started really dressy when I first launched, but nobody had anywhere to go.

So I started to get into the casual side," said Longo.

At the age of three, Longo moved from the British Virgin Islands to Florida. She watched her mom sew and make clothing for her and her siblings and from there began to see the perception of fashion.

"I love fashion! I literally used to make my own clothes when I became a teenager. I used to go out and rip up jeans, add little trimmings, and make my own outfits. When I used to go to different places people used to tell me, 'You need to do designing.' It's definitely in me."

Here is where she began developing her style and seeing the beauty of different textiles and colors. With inspiration to her spicy but casual style, it became the window to the foundations of N Longo.

Longo has been in the fashion industry for more than a decade. While she worked on the wholesale side of the fashion world she attended trade shows in areas including New York, Vegas, the Midwest, and in the southern states. Though as Covid-19 began to disrupt the normality of everyday life, the luxury of trade shows came to an end. "All of my trade shows I was doing prior to me launching my boutique were shut down...I said let me focus on my online e-commerce business. I launched N Longo online, I really focused on that because I knew the brands, I knew lines I couldn't get to them but I was able to still order" "I've been doing trade shows since 2008...My favorite trade show was in Vegas it's called Magic. They are actually re-opening in August(2021)."

A trade show is an opportunity for fashion designers, companies, and brands to showcase their products or services. They showcase a variety of clothing, accessories, men's clothing, and give wholesalers the opportunity to buy clothing and order materials for their boutiques and clothing sites. The temporary shut down of the business-to-business show, was only another sign for Longo to launch her own online boutique. Shop N Longo expresses Longo's love for casual clothing with a dramatic twist including trending patterns. With over 30 pieces, this Black women-owned boutique gives women option of tops, skirts, bottoms, dresses, and matching sets to pick from. "Shop N Longo" has proposed another lane for Black fashion lovers.

Tips from K Monique



AUG. 2020



AUG. 2021

No. 1:

Do not compare your body to anyone else during your fitness journey. We are women, we are all unique, we all have different shapes and sizes.

No. 2:

Do your research when it comes to fitness circuits. Make sure you look at the form and different techniques.



kmonique_fit

A pastry chef by day and fitness lover by night, Keesha Fields, also known as K Monique, developed a love for both of her favorite hobbies. In 2001, Fields began studying at The Arts Institute in New York City. Here she learned the ins and outs of baking and developed her culinary style for baked items. Two years later, she earned her certificate in Pastry Arts. Shortly after, she worked as a pastry chef at the renowned Lundy's restaurant. From small pastries to tier cakes, Fields took on her decade-long cake decorating career. Throughout her career, she managed bakeries, trained aspiring cake decorators, and even started her own small business, Kee's Cakes. However, her love for baking and decorating was accompanied by her workout journey.

"In our culture, there is a lot of diabetes, high blood pressure, cholesterol, strokes, and heart attacks. I didn't want to go into my forties with that. So I started to change my eating and fitness habits" In 2019, Fields began to do small at-home circuits. From lunges to planks, wall-sits, leg lifts, cardio, ab workouts, and more: She slowly began making her lifestyle change. "I wake up around 4 am each morning to stretch and work out. Then I go to work." In the last two years, Fields has lost 15-pounds and has become a brand ambassador for Kemetic Knowledge, Just Strong, Krusadors Women, and Haute Swimwear. Her recognition on social media platforms has only motivated Fields to continue her fitness wanders. "Just thinking for me, 'I want to be happy' is really what motivates me and drives me to keep going... it's just the motivation that people are looking at my video and are being inspired." During the Covid-19 pandemic, Fields turned her guest room into an at-home gym. She is now a fitness influencer on social media and vlogs her at-home circuits and gym visits to her fan base.

The New Lifestyle of a Pastry Chef



When I started changing my mindset, I started to see the physical change."

Monae Essentials Graduates College



Starting in the mid-1900s, the Black beauty industry began to make its debut. In the 1940s, Rose Morgan opened what is known to be the largest African-American beauty parlor in the world, The Rose Meta House of Beauty. This beauty parlor offered hair services and skin services and made over \$3 million in its first three years.

The Rose Meta House of Beauty was on Edgecombe Ave in Harlem, NY, and became a historical landmark for the Black Beauty Industry. By 1946, Morgan's beauty parlor was the biggest African-American shop in the world. Seven decades later and 5 avenues over, a young teenager sat in her room. Her ring light was set up at the perfect angle and her camera recorded her every move. The videos she produced included make-up tutorials, beauty hacks, and her daily skin regime. With over 1k followers on YouTube and Instagram, she had a consistently thriving fan base. Her name was Ericka Monae Swinson. As a teenager in high school, Swinson began her mark in the beauty industry. She used YouTube and other social media platforms to reveal a fluorescent light inside of her. This light was acknowledged by those who met her. Swinson attended a performing arts high school in Gramercy, NY. as a dance major.



Photo by: DP Shots

Ericka Swinson & Molly Guzman

She also attended Project Performing Arts as a dance student learning Ballet, modern dance, hip hop, and African dance. Her creativity as an artist and social media influencer encouraged her to become a beauty influencer. "My whole life everybody has always told me I had good skin. In college, it really got to me. So, I said, "let me make a skin line of what I use on my skin to see if it works for them," When the product launched, I had a lot of friends that were supportive and friends that would come to my dorm and buy it(Monae Essentials product) and promote it," said Swinson. In 2020, Swinson began to make facial products at her college campus, Fredonia. While pursuing her degree in Psychology, she fell more in love with the beauty world and wanted to share her beauty secrets with those around her. With motivation and support from her friend, Asia Chanel, CEO of Boss Luxe, Ericka was ready to start her own business. She then created Monae Essentials. Monae Essentials was founded on Fredonia's college campus in 2020. Swinson started the skincare company with two products; Essentials Face Wash and Essentials Face Butter. "My driven goal is for people to get good skin and stay with good skin. Having consistent skin is the goal and also I want your skin to be a perfect canvas for make-up," said Swinson. Each product is made with all-natural ingredients. The Monae Essentials products are alcohol-free, paraben-free, and cruelty-free. The product is for all skin types and is unisex. "A lot of the skincare brands now are driven toward caucasian people. A lot of the ingredients I have are natural. These are natural products that I really had to research and get into for Black people.

These are natural ingredients that are mainly driven toward black and Hispanic people because our skin is different. They work for us," By 2017, Black consumers in the U.S spent \$465 million on skincare products. Currently, the beauty industry market is at \$511 billion and is anticipated to rise to \$716 billion by 2025, reported Statista. This leaves a small percentage for Black-owned skin products. In 2017, Rihanna launched Fenty Beauty for all skin types with a huge inclusion percentage for Black women. In the first year, Fenty Beauty made over \$500 million. Fenty Beauty is one of the first of many to acknowledge all skin types in the skincare and beauty industry. Fenty Beauty is known for its inclusion to all women, which highlighted the issue within the beauty industry. Monae Essentials is a Black Women-owned skincare line that is on its way to the top of the industry. Its exclusivity is for all skin types and for men and women. The brand is family-operated in Harlem, NY. "When you start a business do something you actually love. It's going to take your money, take your time, take your dedication to actually do," said Swinson. Since Rose Morgan, Black women have continued to dominate every industry including; fashion, health, restaurant, and most importantly the beauty industry. The Black beauty industry is starting to see more women entrepreneurs start businesses that are uniquely designed for the industry. Now Monae Essentials participates in pop-up shops around Harlem and has a live site where products can be viewed. Monae Essentials' best-selling product is the Monae Essentials Face butter.

Thank You For Reading

Model Credits

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Ericka Swinson

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