

# BEYOUTIFUL

MAGAZINE

NOVEMBER 2020 ISSUE 2

**3**

WAYS TO  
STAY  
FASHIONABLE  
IN THE NEWS  
INDUSTRY

FINDING THE  
PERFECT OUTFIT  
FOR THE AIR

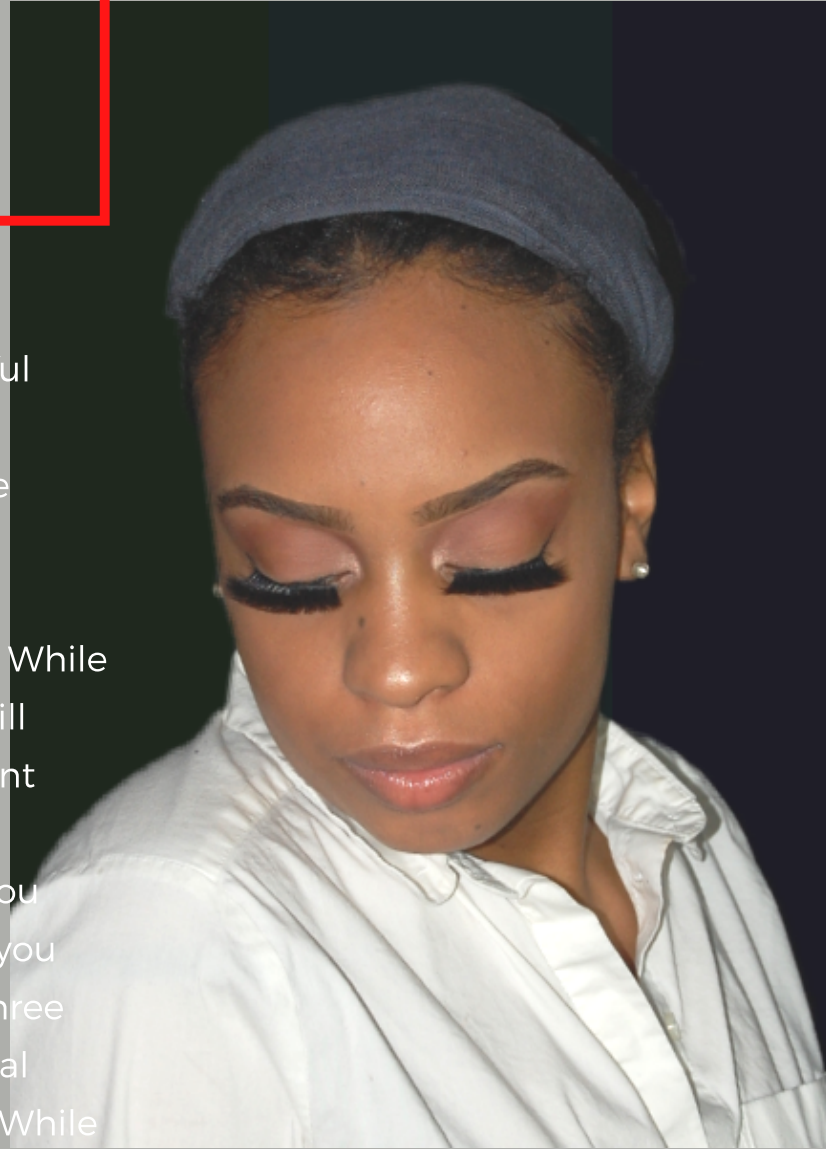
THROUGH  
THE EYES  
OF A  
BLACK  
WOMEN

THE HISTORY  
BEHIND BLACK  
BEAUTY TRENDS

CHERYL WILLS

# NOTE FROM EDITOR

Welcome to Beyoutiful Magazine. Beyoutiful launched in April 2020 as a non-profit organization. I developed Beyoutiful on the mission to create a platform for women to develop in three areas; professional development, health, beauty, and fashion. While thinking of the audience that Beyoutiful will target, I considered an issue that is prevalent and existent no matter what; women's representation and societal pressures. As you read through the pieces in this magazine, you will relate to each one specifically. These three stories represent the expressions of personal experiences and take you through history. While you read, be open-minded to the information that this magazine provides. Each story will stick with you and leave you in deep thought of the daily regimes that women complete each day. This issue is focus on the impact of mass media (social media, advertisement, commercials, branding, etc.) on the female body image.



- Odyssey Fields Founder  
and Editor-in-Chief

## Mission Statement

BeYoutiful magazine will be a dedication to the success of women in the media industry and how mass media has impacted that. The mission of BeYoutiful Magazine is to perform as an outlet for young black women to stay informed about lifestyle/ beauty trends, information on women entrepreneurship and entertainment new.



## WHAT'S YOUR STYLE ?

**What is the style of the newsroom?  
Reporter Leslie DelasBour has the  
scoop on fashion in the newsroom.  
On page 3**

# CONTENTS



## IMANIA BEAUTY?

**Content Creator, Nia Imani launches  
her hair care line, Imania Beauty.  
Imania Beauty is a natural CBD-based  
hair care line and Nia Imani has all  
the tips. On page 5**

*"You have to be confident in yourself. There are so many cute outfits. It depends on where you shop and your taste, but you can dress something up on TV. It is all about style, Leslie Delasboour'*



**Leslie Delasboour is a Multimedia journalist (MMJ) at the Fox 4 news station in Southwest Florida. She graduated Hampton University's Scripps Howard School of Journalism and Communications with a B.A in Journalism in 2019. Her attire on Tv is one of a kind. Her style is described as classy but casual with a fashionable twist. Here are some tips for finding the perfect outfit for jobs as a news reporter and/ or MMJ.**

# Styles for the Field with Leslie Delasbour

1. This your interview read look  
This business magic blue dress features a set of buttons that are placed vertically on the dress. It gives you the freedom to freely move your legs with a classy split at the bottom. This look ranges from \$40-\$50.



3. This last look is quick dress pants and shirt casual look. The purple shirt ranges from \$20-\$30. The dress pants range from \$30-\$40.



2. This second outfit is a business casual dress. The color orange is best to wear during the summer or fall season. It reflects well on the camera. The cost for this look ranges from \$40-\$80.



# Imania Beauty LLC.

Nia Imani is a social media influencer, content creator, podcast host, Youtube personality, beauty influencer, entrepreneur, and CEO. In 2017, Nia and fellow Hamptonian, Kiyanna Monore founded Campus Curlz Inc. at Hampton University(HU). The natural hair, the service-based organization was the first of its kind at HU. Nia and Kiyanna founded the organization on the vision and common interest in the diversity in natural hair and love for community service.

Now the organization has 11+ chapters at Universities such as UPenn, Virginia State University, Old Dominion University, Virginia Commonwealth University, and Florida Agricultural and Mechanical University. Two years later, Campus Curlz became incorporated and has grown to over 300 members. The organization succeeds in national programs and uphold national service initiatives. One of their most notable programs is "Brand Like A Girl." This program focuses on women entrepreneurship and business development.

Campus Curlz Inc. is also sponsored by BeautyBeat Box, ORS, The Mane Choice, Mielle Organics, Aunt Jackies, Camilla Rose, Miss Jessies, Palmers. Tahlias Worlds and more. Campus Curlz was the baby of Nia Imani. Nia and Kiyanna built their foundations on perseverance and strength. The development of Imania Beauty has been in the making for 3 years, but 2020 was the year that Imania Beauty was ready to disrupt the Beauty, Natural Hair, and CBD Industry. July 19th, 2020, the hair brand company launched.





its first product, the Imania Beauty High Maintenance Elixir Multipurpose hair and scalp oil. The oil is infused with 100 mg of CBD and stimulating herbs. The scalp oil includes neem oil, black seed oil, Brahmi, and Amani. The Elixir Multipurpose hair and scalp oil caters to all hair types and textures. OF: What were you exposed to that created this passion in you to start your own business and have a big social media presence?

NI: I wouldn't necessarily say something was exposed to me at the time. I started YouTube in Middle school because I wanted something to do. I liked being online and being able to see other people on YouTube. When I was on YouTube, I would do my profile and other people would go 'I want you to do my page.' That's where my love for social media and photography

came from. As I got older, YouTube grew into a platform for me and I just transitioned onto there. I just basically started sharing my experiences and what I was doing in life. At that time, I was embracing my natural hair and going through a natural hair journey. So why not show my natural hair experience on YouTube.

OF: What products are you working on now? NI: Right now we're focusing on products that are working for the scalp. A lot of people are focusing on growing long hair, but in order to have long hair, you have to have a healthy scalp. Right now, we are really focusing on products aimed toward the root.

We are working on a scalp scrub, healing scalp serum, a scalp toner to keep out dandruff and support scalp dermatitis, and those types of scalp elements. Those are our main focus and the scalp comes first. In 2021, I'm going to move into conditioners, shampoos, and styling products.







# THROUGH THE EYES OF A BLACK WOMEN: CHERYL WILLS

Growing up in the tall buildings of New York City, there was a young black girl who lived in the borough of Queens. Her smooth brown sugar skin and plum lips spoke for her soul and inner beauty. There was no social media to affirm her beauty, no Instagram, no Facebook, or any affirmance of the beauty of African American Women. This young black girl never foresaw herself being the face of a news television broadcast and a role model to young Black women. This young black womens name was Cheryl Wills. Wills is a NY 1 anchor who has been working with NY since 1992. Prior to NY 1, she worked as a reporter at Fox in 1989. Though with NY 1, she has grown as a reporter, journalist, and influencer. Wills sits as the head anchor and has been with the network since they have debuted. As time moved, and technology advanced, Wills watched the world of journalism shape itself around social media and even the reporters too. Taking a look back on history, we'll start back in the 1970's.



The beauty of a Black women was not as popular as it is today. Brown women were viewed as invaluable or viewed as less in society. "We didn't talk about beauty because we didn't feel beautiful. It was just understood and you were lucky if you were smart. This was the message that was drawn into our consciousness. You girls now have so much more social media, Instagram, role models Black Girl Magic. we didn't have that. We were taught to be ashamed by our hair , and embarrassed by our hair. It was all very subtle," said Cheryl Wills.

The 70's was a time where Black women began to be the head of the Civil movement and the began to speak out about injustices in Black communities. The 70's was a highlight for the civil movement and where more women were viewed on TV. Faces like Angela Davis, Oprah Winfrey, Deborah L. Lee, and Catherine L. Hughes. "Black women have been depicted as maternal mummies and mainstream matriarchs for much of their television representation. These stereotypes have evolved since 1968 in part as a direct result of the

increase in Black women behind the scenes in creative roles, namely media owners, writers, directors, and showrunners," stated historian Imani Cheers. Through the eyes of Cheryl Wills, there was no influence but the little voice in her head. She graduated from Syracuse University with a degree in journalism. She aimed to be the best that she could be and took the news industry by storm. Through the influence of social media and what we know now as the 'new' news outlet, its impact on black culture has been significant. Anchors and media influencers are gravitating toward mass media to share news and even get their new styles. Social media has found a way into the beauty regime of many black news anchors and reporters. From the style of their hair, attire for news segments and even news for the day social media has a role. According to Statista, Consumers around the world spend an average of 463 minutes or over

7.5 hours per day with media. "Historically, cultural perceptions and expectations about physical appearance and beauty have been swayed and shaped by what is portrayed in the media, especially through images in advertisements that are typically edited and airbrushed to create idyllic, yet unattainable figures," said media expert Kendyl M. Klein. Due to the digital era, this leaves media and technology being a part of an average Americans daily routine. The news industry has taken some positives and negatives with the advancements in technology. News has been able to spread more swiftly and easily but credibility and accuracy has fallen. For Black women in the industry, their influences in the media world goes back to their physical attributes and their beauty. Most of the women we see on TV are attractive and are able to hold an audience's attention. For Black women, the importance of beauty was not a trend until the 20th century.



. Women such as Cheryl Wills and Oprah Winfrey, have been the example of Black Women who are beautiful and have experienced the usage of social media as beauty affirmation. Through Will's eyes, she is no longer that young girl who felt ugly but she is a woman that is beautiful inside and out. Her beauty is affirmed through her viewers, her Emmy nomination and the four books she's written.

# CLOSING REMARKS

*"Black women start to be broadcast on national TV or on a national platform in the 1920 and 30s (this is before the TV so it would be silent pictures and radio) and there is a continual build up of Black women after this. The influence is significant because the US was deeply segregated for decades after this; however, Black women have an influence in media that is on a national stage. In the early 1940s Ethel Walters has a tv show that is influential, this is then built upon by Hattie McDaniel, and subsequently all Black women that follow her. Probably the most notable Black woman to have her own tv program is Oprah Winfrey."*

Dr. Catherine L. Porter received her Ph.D. in History from the University of Cambridge, where she was a Fulbright Scholar to the Democratic Republic of Congo. She is an Honors graduate of Virginia Commonwealth University, with a dual bachelor's degree in History and International Studies. She earned two master's degrees in International Studies at the Graduate Institute of International and Development Studies and in Liberal Studies at the University of Pennsylvania. Before entering academia Dr. Porter worked in foreign policy in Geneva, Switzerland, with a focus on child soldiers and integration in conflict zones.



