100 WAYS TO SHOP BLACK-OWNED



BLACK BEAUTY AND FASHION BRANDS TO SHOP NOW

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While the shopping black-owned conversation might be evergreen at the moment, one thing to keep at the front of your mind is that this is not just a "trend." While the Black Lives Matter movement has brought tons of talent to light that may not have been before, we should always be celebrating Black innovators, artists, and entrepreneurs. The fashion and beauty industry is saturated with new brands emerging every day, but seeking out those owned by the Black, Indigenous, and People of Color (BIPOC) community is a straightforward action everybody can and should be doing when searching for new products or brands. The fashion industry specifically has had a long history of exploiting black designers, so it is more important than ever to show our support to these artists. It's a small step you can take that will have a big difference in the long run. Personally, I have had great experiences with many of these brands. Pat McGrath is one of my go-to makeup brands for when I want to do more daring looks, and I love Local European for incredible basic pieces that still feel unique. Celebrities have also been spotted as fans of some of these brands. From the Kardashians and Bella Hadid to even Michelle Obama, black-owned brands are coveted by several fashion-forward individuals.

Below is a list of 100 makeup, hair, skincare, and fashion brands that are all black-owned for you to shop from. Remember to order directly from the brand's site, so they receive all of the profit!



MAKEUP

Mented Cosmetics, The Lip Bar, Uoma Beauty, Bossy Cosmetics, Danessa Myricks Beauty, Beauty Bakerie, Luna Magic Beauty, Iman cosmetics, Lipmatic, Juvia's Place, Pat Mcgrath Labs Vera Moore, Fenty Beauty, Laws of Nature, AJ Crimson Beauty, Danessa Myricks, Prime Beauty Cosmetics, Coloured Raine (18), Bahi Cosmetics, Juvia's Place, MDMflow, Omolewa Cosmetics, B.Simone Beauty, Dehiya Beauty, Ace Beaute, Undefined Beauty, Lamik Beauty, Iman Cosmetics, Black Opal Beauty, KA'OIR Cosmetics, Bustle, Laws of Nature Cosmetics, Jacque Mgido Cosmetics, Gold Label Cosmetics

HAIR & SKIN

Vernon Francois, Briogeo, Mielle Organics, Bomba Curls, CURLS, Eden Bodyworks, Epara Skincare, Hanahana Beauty, Lauren Napier Beauty, Beneath Your Mask, KNC Beauty, Hyper Skin, Oui The People, The Honeypot, Piperwai, The Honeypot, Suite Eleven, Pear Nova, Base Butter, Aba Love Apothecary, Mary Louise Cosmetics, Epi.Logic, Golde, The Main Choice, TPH by Taraji, Epara Skincare, Bevel, Pattern Beauty, Luv Scrub, Soultanicals, Pholk Beauty, Loving Culture, Kaike (33)

FASHION

Brother Vellies, Blk Mkt Vintage, Pyer Moss, Edas, Christopher John Rogers, Lemlem, Martine Rose, Wales Bonner, Cushnie, Vavvoune, Fe Noel, Telfar, Coco & Breezy, Comeback as a Flower, Fe Noel, Local European, Hope for Flowers, Jade Swim, Orange Culture, Pyer Moss, Rihanna's Savage X Fenty, Off-White, Roop, Sindiso Khumalo, Mateo, Sai Sankoh, Lionne, Sika, Sunlight Muse, Shades of Shades, Galerie. LA, JBD Apparel, Two days offFrom Euphoria approved makeup created by Pat Mcgrath to trendy slip dresses from Local European, you are sure to find a wide variety of whatever you may be looking for from these brands. The next time you are online shopping your pains away (let's be real that's all we've been doing these days) reference this list! Just be ready to fall in love with some new brands in the process.

