

**Black Designers & Black-Owned Businesses Featured Exclusively During
Beverly Center's 'EMERGE in Color' Luxury Retail Experience
Curated by Maison Black and The Black Fashion Movement
June 17-July 23**

LOS ANGELES, May 31, 2022 – Beverly Center is exclusively showcasing Black designers and Black-owned brands with its new, one-of-a-kind EMERGE in Color luxury boutique retail experience from June 17-July 23. Curated by [Maison Black](#) and [The Black Fashion Movement](#), EMERGE In Color will exclusively sell products created by Black designers and Black-owned fashion, beauty and lifestyle brands from across the country. Nearly 50 designers and brands representing fashion, beauty, eyewear, home goods and more will be showcased in a beautifully designed space on Level 7 of the iconic shopping destination.

EMERGE in Color was conceived by Taubman Vice President of Specialty Leasing Lori McGhee-Curtis to improve retail opportunities for Black businesses.

“My dream with EMERGE in Color was to bring together the highest caliber of established and emerging Black designers and Black-owned brands to help them reach new levels of success within brick-and-mortar retail,” said McGhee-Curtis. “In doing so, we are not only bringing their brands to life in the physical space, we are also providing our customers with exceptional merchandise that can’t be found at any other location in the LA market.”

Maison Black’s Founder and Chief Creative Officer Tori Nichel, and The Black Fashion Movement’s CEO and Founder Frenchye Marie Harris, bring more than 20 years of experience in design, luxury retail merchandising, marketing and public relations to their curation of EMERGE In Color. By curating EMERGE In Color, the founders are shifting culture, and are disrupting industry complacency with an accelerated mission to bridge community and commerce through the luxury shopping experiences that celebrate, highlight and sell Black-designed and Black-owned products.

“Our shared vision is to create luxury retail experiences for Black Designers and Black-owned brands to create economic opportunities and long-term sustainability in an industry where they have often been overlooked and underrepresented,” said Tori Nichel. “By bringing inclusivity and equitable opportunities to Black designers and Black-owned brands in the retail space, we are ensuring sustainability and helping these businesses to stand the test of time.”

With 1.7 trillion dollars of Black spending power in the U.S., less than 10% of fashion and accessory brands are Black-owned and less than 1% of Black-owned brands are carried in American retailers. Taubman’s EMERGE Curated by Maison Black and The Black Fashion Movement is changing that narrative.

“The unavailability of Black-owned brands and products that serve the African-American community is profoundly impacting the African-American path to purchase,” noted Harris. “Creating in-store opportunities for customers to touch, feel and try new products while shopping could be essential to building long-term loyalty and have a significant economic impact on the brands.”

EMERGE In Color Initiative Curated by Maison Black and The Black Fashion Movement has brought together some of the most exciting Black-owned brands from markets across the country.

Select Designers and Brands Curated by Maison Black and The Black Fashion Movement

Womenswear

[Kevan Hall](#)

[In Earnest by Byron Lars](#)

[Izayla](#)

[Chloe Kristyn](#)

[S. McGee Collection](#)

[Undra Celeste NY](#)

[Suzy Black NYC](#)

[Kiki Milele](#)

Footwear

[Kendall Miles Designs](#)

[Salone Monet](#)

[INOLA OJÉN](#)

Eyewear

[Tribal Eyes](#)

[Utenzi Miller](#)

Travel & Fashion Bags

[Mira Estrell](#)

[Silver & Riley](#)

[Goodwin XXII](#)

Jewelry

[Jam & Rico Jewelry](#)

[Misayo House](#)

[White Space Jewelry](#)

[Dawn Franklin Designs](#)

Beauty

[Lamik Beauty](#)

[Amour Propre](#)

Panels & Events

In addition to the EMERGE in Color retail experience, there will be a variety of events surrounding the grand opening and throughout the 5-week pop-up, including a Black Spending Power panel. Following are a few of the upcoming events.

- June 19 Black Spending Power Panel Discussion, Grand Court, 10 a.m.-noon
- June 22-23 *She Did That Short Stories* screening and trunk show with Renae Bluit in the EMERGE In Color boutique (time forthcoming)
- July 3 Crown Act Day Beauty Panel Center Court @ noon
- July 6 Fashion Chat with Marcellas Reynolds, author of *Supreme Models* and *Supreme Actresses* and *Supermodel Friends*, Grand Court, 4 p.m.
Sign, Sip, and Shop with the Supermodels shopping party, immediately following the panel
- July 13 Shopping Event with famed fashion designer Kevan Hall in the EMERGE In Color boutique

For more information, visit BeverlyCenter.com or follow @beverlycenter @EMERGEincolor @maisonblacknewyork @theblackfashionmovement

About Beverly Center

With LA's largest collection of shops and restaurants under one magnificent skylight, the new Beverly Center reflects the diverse styles and tastes of Los Angeles and its many visitors. An unparalleled collection of luxury, contemporary and fast-fashion brands awaits shoppers, including Apple, Balenciaga, Burberry, Coach, Dolce & Gabbana, Fendi, Gucci, H&M, If & Co., Longchamp, Louis Vuitton, Maje, MCM, Michael Kors, Omega, Polo Ralph Lauren, Prada, Saint Laurent, Salvatore Ferragamo, Sandro, The Webster, Traffic Los Angeles, Tumi, Uniqlo, Versace, Zara and more. An unmatched restaurant collection includes fine-dining options AB Steak by Chef Akira Back, Angler, H&H Brazilian Steakhouse, Yardbird Southern Table & Bar, and fast-casual eateries Eggslut, Tocaya Organica, and Pitchoun Bakery & Cafe. For more information, visit beverlycenter.com or follow @beverlycenter in social media.

About Taubman

The Taubman Company LLC is engaged in the management and/or leasing of 24 regional, superregional and outlet malls in the U.S. and Asia. The Taubman Realty Group LLC's (TRG) U.S. properties are among the most productive in the U.S. retail industry. Founded in 1950, TRG is a joint venture between affiliates of Simon Property Group (NYSE: SPG) and the Taubman family and is headquartered in Bloomfield Hills, Mich. Taubman Asia, founded in 2005, is headquartered in Hong Kong. For more information, visit www.taubman.com.

###

CONTACT

Caroline Stenger
Rogers & Cowan PMK
949-212-2803
caroline.stegner@rogersandcowanpmk.com