



NATURAL
HOLLYWOOD

NATURAL
HOLLYWOOD



Jennifer Lord
Editor-In-Chief

737 East 94th Street
Brooklyn NY, 11236

443.415.3548
naturalhollywood.com

Fashion,
Elegance

&

Luxury

MEET

Natural
Hair

winter 2014

NATURAL HOLLYWOOD

THE
NATURAL
NEW YORKER

featuring
STYLESTAMPED.COM

behind the lens with
MG YOUNG
PHOTOGRAPHY

lyrics come
naturally with
NARBI SELAH

plus
A TEA PARTY
YOU DON'T
WANT TO MISS

toc

the Editor-In-Chief

the Dream

the Mission

the Story

the Future

the Editor- In- Chief

People often ask “how long have you been doing hair?” I always respond “All of my life.” Honestly, I have vivid memories as a two year old, at my day care sitting amongst a group of girls trying to copy their mommy’s braid, twist or cornrow. By the time I was four, I could cornrow with ease. I was born with a genuine love and skill for hair. My father is a barber; it’s in my genes.

My Grenadian parents moved to Brooklyn, NY where I was born and raised for the first 10 years of my life. Later, I moved to upstate New York where I graduated from high school in the suburbs of Orange

County, the direct opposite of melting pot BK. I styled hair in both home towns. I embarked upon Baltimore in 1995 to start my degree in Liberal Arts at Morgan State University. Many of my days and nights were spent as a campus hair stylist. Even at the college level I was the favorite beautician. Ladies and gentlemen would call on me for one extreme style to the most simple. Often times, the client would have their own vision, relay it to me and watch, as their idea came to life. I was always just having fun, enjoying my hobby.

Once I finally graduated, I planned on attending law school but the birth of my son and daughter put the brakes on that. I wanted my independence and that could only be found through a J.O.B. I became a high school teacher for the Baltimore City Public School system. After about 3 years in the teaching field, I knew I needed a major change. I decided to follow my passion and attend cosmetology school in Baltimore. Once again I was in my element creating hair masterpieces with a loving feel. I finally saw the truth; the hair industry is where I had to be.

Although I have a love for all types of hair, my love for African American history draws me closer to natural hair. The opportunity to work on natural hair is truly a blessing. There is special connection that occurs while loving someone’s Natural Hair. I say loving because it is that type of experience for me. I opened Naturally Me Hair Salon in January of 2007 and served 100’s of clients.

I’m also an award winning stylist that has competed in the Bronner Brother’s Hair show in Baltimore in May of 2005. In October of 2005 I participated in the Milky Way Hair Show at the Baltimore Convention Center. Though I enjoyed these experiences, I felt a void. There was definitely something missing. That something was a legitimate platform for Natural Hair art. In August of 2007 I produced my own Natural Hair show, A Hair Journey at the Frederick Douglas, Isaac Meyers Museum of African American History located in Fells Point. It was followed by Naturally Me, Island Experience in 2008. Both Hair shows provided me the platform I needed to express my creativity with natural hair. These shows were just the beginning.

It wasn’t long after that I launched Natural Hollywood. That’s when it happened.....

Jenni Lord



the Dream

After countless encounters with hair and fashion magazines, I could no longer stand by and accept the void of natural hair presented with High Fashion. I imagined a magazine that was progressive and featured natural hair in a way that I wanted to see it on countless occasions. One summer night of 2010, I had a dream that changed my life. This vivid dream, filled with women of color dressed in formal attire adorning their natural hair, took place on the red carpet with a fabulous back drop. In the dream, the name Natural Hollywood came to me. The next morning, I woke up and announced the title on Facebook. Dreams do come true.



Natural Hollywood is your online access to everything hot, trendy, and fabulous. Our slogan tells you it's where natural hair meets fashion, elegance, and luxury. It provides me the opportunity to go beyond the salon to create natural hair masterpieces and share it with the world.



In celebration of the Natural Hollywood launch, Naturally Me Salon sponsored the event *Adversity Quotient* where we showcased vintage fashion and accessories on natural hair at the Antresian Fine Arts Gallery in May of 2011. This was a Red Carpet event!



In September of 2011, Natural Hollywood traveled north to Canada to put on the natural hair fashion show *Dancehall Couture* with Toronto Naturals. This was our international debut.



In the month of October, Natural Hollywood and Naturally Me Salon presented a natural hair fashion show at *Natural Hair is Not a Fad* produced by Koils by Nature. Each show represents a piece of the puzzle to completing the dream where I am able to make flawless, artistic contributions to the natural hair industry.

N A T U R A L
HOLLYWOOD

Spring 2013

**Nzuri”
Nzuri?
Nzuri!**

Special
Edition

Natural

Beyond the
phenomenon

the Mission

Natural Hollywood has produced several presentations, photo shoots, fashion shows and art exhibits at various venues, locally, nationally and internationally. Some of those venues include, Morgan State University, University of Maryland, Towson University, and the outreach center for young girls, Paul's Place. Natural Hollywood was featured on Nappturalite Radio, BMORE Natural Newz, The Examiner and several blogs including Natural Selection and Style Stamped. Other features can be found in March issue of Modern Salon Magazine, essence.com, WUAS9, News 12 Brooklyn and Fox45.



N A T U R A L HOLLYWOOD

SUMMER 2012 | VOL: 2 ISSUE 1

the Story

Natural Hollywood was launched in October of 2010. The first issue, The Natural Glam Girl, was released in March of 2011 and created a buzz that shook social media into a progressive direction. This online globally accessible magazine has the highest class of impact on this million dollar, soon-to-be billion dollar, natural hair industry. It's no secret; natural hair has become the phenomenon of the decade. Due to the overwhelming increase of women "going natural", there is a huge need for information and resources that celebrate, showcase, and talk about natural hair. Women of color and women of European descent are finally realizing the acceptance of their own natural hair is quite empowering. It ultimately leads to higher self-esteem and an increase in confidence over all. More importantly, natural hair allows women and men to accept their own identity or in other words, celebrate their own uniqueness which trickles down into other aspects of their lives and leads to better living, stronger relationships and better communities.

As the Natural Hollywood CEO, I quickly identified a void in the natural hair industry and other African American fashion Magazines. Natural hair has constantly been categorized as one particular way: a grass roots or African based presentation. Though this contribution is very rich in history and crucial to the birth of the natural hair revolution, the future of natural hair will have to showcase a high fashion, trends setting, modern presentations on women the viewers can relate to. Natural Hollywood is the 'Vogue' of natural hair. In order to do this Natural Hollywood has committed itself to featuring a different personality on each and every cover. Some of these personalities include The Natural Glam Girl as mentioned above, The Natural Vintage Girl, The Natural New Yorker and The Natural Mini. Each of these models will tell a story, a story millions will relate to and be inspired by.

THE WEAVE EPIDEMIC

When Is A Girl
Too Young?

HEAD OF THE CLASS

Lessons From
Rising Star **Jaylyn
Needham**

+ A MODEL TELLS ALL

LaQuisha Hall's A-Z
Expo Experience

MEET THE NATURAL 'MINIS'

Looking Like
the Real Thing



N A T U R A L H O L L Y W O O D

fall 2012 | vol. 2 issue 2

The Vintage Girl

always in style

You Asked Jenni Answered

advice worth
your time



**Top
Ways to
Thrift**
finding
the value



Along with the feature stories, Natural Hollywood will provide a display of photos spreads depicted flawlessly through high end photography, professional models, and high fashion designs. The cutting edge graphic design will present clean, stream line advertisements and editorials. The informative content will be supported by a long list of reliable and qualified journalists, writers and bloggers. Clearly, Natural Hollywood is a mega platform for many talented individuals, companies and organizations.

Not only does Natural Hollywood celebrate the individuality of natural hair through its online, international magazine, it also highlights a level of sophistication and class that caters to the name Hollywood by producing natural hair art exhibits and red carpet fashion shows. Each showcase carries an original theme to present on an unprecedented format, natural hair. In 2013 Natural Hollywood produced *A Night of Grandeur*, an evening dedicating a farewell to Baltimore as we embarked upon NYC.



COOL OFF WITH N A T U R A L HOLLYWOOD MAGAZINE



WIN
PRIZES!

BRING
THE WHOLE
FAMILY!

Canton
COLD STONE
CREAMERY

SUN. AUGUST 19, 2012

2500 Boston Street ● Suite1200 ● Baltimore, MD

Natural Hollywood markets to all companies. Unlike the competition, Natural Hollywood understands that natural hair is much bigger than its own teenage industry. Some collaborations have taken place with international and national companies like Coldstone Creamery and Dressbarn! The industry of Natural Hair transcends through business all over the world and Natural Hollywood gets that.



the Future

On May 4th 2014 Natural Hollywood partnered with Sabine's Hallway Natural Hair Salon to produce The Natural Aristocratic Tea, a natural hair fashion show and art exhibit. As the first of its kind, the tea honored members of the community and while delightfully serving others. It brought participants from all over the country including some west coast dweller like Felicia Leatherwood. Through promotion and marketing the tea successfully sold out and created a buzz that has followers excitingly anticipating the follow up tea for 2015.



It's no mystery, natural hair is making a major impact on the beauty industry. Artists like Janelle Monáe, Solange, and Viola Davis are proving that. As we build this legacy, we will graciously contribute cutting edge artistry to capture the journey. Join us as we continue to celebrate beautiful women and their natural hair with fashion, elegance and luxury.



