

ETSY BLACK

COLLECTIVE

INAUGURAL
ISSUE

THE BLAK ARTZ

+

DENISE & LEE
JEWELS

LUXE BAGS FROM

MISS PRETTY

PERFECT'S SHOP

PROMOS & SPECIALS
FROM BLACK-OWNED
E-SHOPS

UNCOMMON
REDESIGNS

THE ANCIENT EGYPT PACK
CHRISTOPHER CLARKE & SARAH MANNING
WRITTEN ON THE CITY
BOOK OF AGES
BOOK OF AGES
JULY 2017 / VOL. 1 / ISSUE 1

THE TEA

ETSY BLACK COLLECTIVE

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ETSY BLACK COLLECTIVE

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Etsy Black Collective

Promos, Specials & Coupons

SHOP ETSY BLACK AND OTHER ONLINE SHOPS & SAVE!

HAPPYCHARLIE SKINCARE

@happycharlieskincare

Pamper your child's skin with Happy Charlie Skin Care's *Moisturizing Body Cream, \$14.99*. This nut-free formula contains calendula extract, avocado oil and mango seed butter. The creamy, rich formula is great for children who experience skin irritation and need something to combat itching and dryness. Get 20% OFF with the code: **ETSYBLACK**.



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Kita McFadden's epic phone cases will make you look twice. Her stunning custom designs made with crystals, pearls, emblems and artwork that's all you. Use the coupon code **KANDY** to get 10% off your order of \$8 or more. **Below:** Custom cases, \$35.



LIST YOUR SHOP!

@YourSHopsInstagram

Contact us about listing your shop's specials here. You can include promos, specials, coupons or anything you want customers to see and how they can save when they shop with you!

COUPONS

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ETSYBLACK.



UNCOMMON

Home is where the heart is, and there's nothing more exciting than decorating your space with lavish furniture. Many browse furniture stores, e-commerce sites, estate sales and flea markets in search of the perfect piece.

Luckily if you choose the latter, Uncommon Redesigns can help your turn that not-so-

fabulous item into a work of art that you'll be proud to have in your home.

Owner and "Redesign Expert" Charie Williams got her start redesigning furniture when she



was creating her baby's nursery. Originally from Houston, the Tampa resident began receiving requests for furniture redesigns and her business was born. In addition to redesigning furniture, Williams works with *Dress for Success* to help women gain employment and self-sufficiency. In addition to furniture redesign, she offers other services including interior decorating. Prices vary depending on the item, but whatever you find, she'll be sure to make it unique and all you.

REDESIGNS



CHARIE WILLIAMS
Uncommon Redesigns
Shop Owner



UNCOMMON REDESIGNS

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THE BLAK ARTZ

ERIC AUSTIN

If you love black art, you can't miss dropping by The Blak Artz shop. Filled with vibrant images of black love, women empowerment, royalty and raw talent, Austin paints pictures only our dreams could think about. His shop is filled with positive, vivid works about us. Austin is no stranger to color, in fact he prefers it. He isn't afraid to go bright, using stunning reds, T-shirts inspire and motivate, while his unique art pieces take us...there. *Shade print, \$15 and up. I Love Blak Love tee, \$25 (page 2).*

TOPS



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DENISE & LEE

JEWELS

SHERITA THOMAS

After losing her mother in 2016, Sherrita Thomas began making jewelry to help ease the pain. "My mother and grandmother loved making jewelry together." Teaching her young daughter how to make jewelry led to family and friends being interested in buying their work, thus Denise & Lee Jewels was born. The Etsy shop features unique pieces carefully handmade with love using beautiful glass beads, charms and accents. Custom designs are available.



LIGHT

MY STORY

MissPrettyPerfect

In 2007 I stepped out on faith and listed my first bag on Etsy. Two hours later I had my first sale! Cha-ching! Talk about a boost of confidence. Before that happened I would simply sew to escape all of the drama in my life. I was convinced that no one would ever buy anything from this black girl in North Carolina.

After selling nationwide and eventually overseas, I realized I was wrong. Now 200+ bags later, Etsy provides me with the most steady stream of income I've ever had. The designer/entrepreneur journey has taught me that you won't know if you can succeed until you try.

Looking back over the last 10 years, all I've seen is growth. I had to start somewhere and I'm glad I did. Along the way there were sacrifices I had to make and people who told me I couldn't do it. That's when I knew I was on the right path!



Top Photo: MissPrettyPerfect Purple leather Hobo Crossbody bag, \$300. *Inset:* shop owner & designer, LaToya Stevens.

MELANIN \$HOPPING

Melanin Shopping is not only a goal but a right. We have the right to support our fellow Black entrepreneurs and not be judged for it. Every race supports their own, but it's only when we do it that people view it as a problem. How dare folks have a problem with us supporting people who look like us! We must continue to do it and never apologize for it.

Supporting Black businesses means improving the wealth, building our communities, educating our children and maintaining our culture. We must not be afraid to go beyond the status quo. We need to be open to communicating with our people and sharing our knowledge, expertise and feelings about our business. Don't be afraid to give your favorite business feedback. #melaninshopping



Using #hashtags to grow your shop

With thousands of photos on Instagram, Twitter and other platforms, getting your work in front of a buyer's eyes might prove to be challenging work. Hashtags help you drive viewers to your posts, make you easier to find and corner your niche.

Say you're posting skin care products use a #skincare. If you're targeting say eczema sufferers, use #eczema #beauty, or #problemskin.

Be mindful to not use too many hashtags on your posts, focus on the popular ones. **Seller Tool:** *hashtagify.me/*

What we're lovin'!



FEATURED SHOPS

ROW 1: Crown Me throw pillow, **The Blak Artz**, \$20, Eye of Horus T-Shirt, **NubianLuxuriesBrand**, \$35, Wig, **Essence Wigs**, \$200. **ROW 2:** Trayvon T-Shirt, **Mind Harvest**, \$26, Freedom to Speak Earrings, **Empress Bohemia**, \$15, Mocha Whipped Soap, **My Chocolate Curls**, \$12, **ROW 3:** Pink Grapefruit, Eucalyptus & Juniper Purify Bath Salts, **BrownButterBeauty**, \$24, Rose Quartz Ring, **AgevCo.com***, \$10, #PINBAE, **ColoringPins.com***, \$11. [*Non-Etsy Black-Owned shop]

Advertisements

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The Scoop

- Top Left:** MikMontCreations, Custom, colloquials and cards, \$8
- Top Right:** JewelryWithMe, Purple aluminum earrings.
- Bottom Left:** LMOOriginalDesigns1, Kente Print Travel Bag with waterproof lining, \$15.

HASHTAGS WE USE:

#ETSYBLACK, #ETSY, #ETSYBLACKSHOPS #ETSYBLACKSELLER #ETSYSELLER #ETSYSHOP #ETSYSHOPS
#ETSYFINDS #ETSYGIFTS #ETSYLOVE #ETSYOWNER #BLACKETSY #MELANINSHOPPING #MELANIN #SHOPPEBLACK
#SHOPBLACK #HANDMADE #BLACKOWNED #BLACKOWNEDBUSINESS #EBONY #ESSENCE



**DON'T FORGET TO #BUYBLACK
EVERYWHERE YOU GO!**

PUBLISHER'S NOTE

OLAYINKA ISLIFE

Thank you for reading the new Etsy Black Collective Magazine. Unlike most editors, I chose to put my message at the end because I wanted you to focus on the content. I am learning so much as I search for sellers who are doing what they love and hope you will continue to keep up the good work. Tag us, tell a friend about us, share your stories with us so we can get you the shine you deserve. I knew I was doing something right when someone trolling our Instagram account ask me if I'm working against another site and promoting the Etsy platform that is not black-owned. The fact is many sellers are on several different sites earning profit. Why should they limit themselves? I say do what works for you. Be diligent and focused and stay true to your art, whatever that is.

Until we meet again, I hope you have enjoyed this issue. Please feel free to provide feedback via e-mail. I would say DM but that might get too hectic! All in all, the best is yet to come.

Olayinka

Call for Submissions!

Vol. 1, Issue 2.

Send us your Promos/Specials
& Coupon Codes

Be featured in the **Spotlight**:

Do you have an interesting story to tell about you and your business? Are you a buyer who has an awesome seller story?

Email us your submissions to:
etsyblack247@gmail.com with "Spotlight" in the subject line.

Have a great product or brand you want featured? Tag us! #EtsyBlack or #BlackOnlineShops.

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Inside Back Cover: \$4

Back Cover: \$5

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*No Recurring fees on directory listings.
One-time payment gets you in for the life of the magazine!

DEADLINE: JULY 11th



Etsy Black Shops

A list of our Etsy Black Collective Member Shops

CLOTHING & ACCESSORIES

THE BLAK ARTZ
LMOriginalDesigns1
MikMont Creations
MissPrettyPerfect
The

CRAFT SUPPLIES & TOOLS

ENTERTAINMENT

HOME & LIVING

EffiesPaper
Fashionlistically
ModishDecorPillows.com
MYCHOCOLATECURLS
OLAYINKA BEAUTY CO.
THE BLAK ARTZ
UNCOMMONREDESIGNS

JEWELRY

DENISEANDLEEJEWELS
JEWELRYWITHME
KWEENSJEWELRYBOX
STUDIOLATOCHE

KIDS & BABY

UniqueDesignsByZee

VINTAGE

WEDDINGS

FEATURED PRODUCT PHOTO DETAILS & SHOPS:

Page 3: Leather Hobo Tote Crossbody bag, **MissPrettyPerfect**, \$300

Page 10: *Melanin Poppin'* graphic by **Fashionlistically**, *Slay Girl Slay* pins, \$10 at **Effies Paper**, *Orange Messiah Bath Salts + Soak*, \$5.50 for 8 oz., **OLAYINKABEAUTYCO.**, *Let Go Let God* long-sleeve tee, \$24.99 **The Krive Shop**, *Gold Velvet Pillow*, **ModishDecorPillows.com** (non-Etsy shop).

Page 11: *Go Warriors Necklace*, \$24, **STUDIOLATOCHE**; *Bracelet*, \$12, **www.MASANIAJUA.BE/** (non-etsy shop) *I Love Black Love* tee, \$24, **The Blak Artz**.

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