



THE UPSTATE BLACK HAIR EXPERIENCE

JUNE 10, 2023

HELLO,

ALLOW US TO REINTRODUCE OURSELVES...



# THE KNOTTY-N-NATURAL HAIR FEST

IS ABOUT MORE THAN HAIR  
IT'S ABOUT OUR HEALTH



Our festival is not just about celebrating black hair; it's about promoting black health and wellness. We believe that our hair is an extension of our overall health and wellness, and we want to empower our community to

**TAKE CONTROL OF THEIR  
HAIR CARE AND HEALTH.**

Our festival will feature a variety of educational and interactive experiences, including hair care workshops, panel discussions on health and wellness, and live demonstrations from some of the best stylists in the industry. With your support, we can make this event a success and continue to empower our community to take care of themselves,

**BOTH INSIDE AND OUT.**

## WHY IS THE KNOTTY-N-NATURAL HAIR FESTIVAL IMPORTANT?

Hair & beauty products are a fundamental part of how we view ourselves and how we show up in the world. They enhance not only our appearance but our lives. According to an article by McKinsey & Company, in 2021, Black Americans spent \$6.6 billion on beauty products, making up 11.1% of the total US beauty market. However, only 4% to 7% of Black beauty brands are carried by specialty beauty supply stores, drugstores, grocery stores, and department stores.

The Knotty-N-Natural Hair Festival encourages the community of South Carolina and beyond to try new brands, support local product vendors, meet new stylists and learn how healthy hair contributes to leading a healthy lifestyle.



MEET OUR FOUNDER,  
**PORSCHA DAVIS**

**M**aster hair stylist and natural hair care expert, Porscha Davis is the founder and creator of the Knotty-N-Natural Hair Festival. Born and raised in South Carolina, she has 18 years of experience as a Master hair stylist and natural care expert. She has been recognized internationally for her talent as a stylist. Her exemplary work in cosmetology led her to place 1st in the 2011 Midwest Beauty Show in Chicago, Illinois and propelled her to the world stage as she represented the USA Hair Team for the World Hair Olympics in Moscow, Russia.

In 2019, she became a cosmetology instructor educating students and other stylists with her knowledge and skills in natural hair. Davis is the owner of **The Salon by Porscha Danielle** in Greenville, South Carolina.



“THERE IS NO SUCH  
THING AS GOOD OR BAD  
HAIR, ONLY HEALTHY OR  
UNHEALTHY HAIR.”

PORSCHA DAVIS



## WHO'S COMING...

Our guests are passionate about living a fulfilling life and embracing new experiences. They are

### **SOCIALLY CONSCIOUS, RESILIENT, COMMUNITY-MINDED**

individuals who are dedicated to their families, communities, and personal growth. They come from diverse backgrounds and include both men and women, who are concerned with the wellness of their communities and bodies both inside and out. They may be full-time at-home parents, working professionals, key influencers, tastemakers, connectors, charity supporters.

They are consumers who are dedicated to making a positive impact in their communities. These are consumers who want to be a part of a healthy community. The Knotty-N-Natural Hair Festival gives our guests the space to connect with other like-minded people in that community.



## OUR DEMOGRAPHIC

**71%** of Black adults in the U.S. are wearing their hair naturally at least once, according to research firm Mintel. Natural hair has now hit the mainstream. By 2024, the buying power of Black Americans in the United States is set to reach \$1.8 trillion according to a Nielsen Consumer report. Black consumers are a growing group that deserves increased focus in the health & beauty industry.

**90% of  
Black women**  
have had their hair  
straightened before

According to Mintel,  
**51% of  
Black consumers**  
use hair styling products  
vs  
**34%** of non-black  
consumers

**43% of  
Black women**  
say they use 5 or more  
hair products.

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Younger generations (Generation Z and Millennials) purchase more natural hair care products than other generations. This is according to 2019 statistics by Statista.

# 2022 EVENT SPOTLIGHT

From the initial announcement in April 2022, we experienced a steady increase of impressions with a major spike in mid-May 2022 into early July 2022 due to media coverage and marketing efforts. Media Outlets that covered the event included News Channel 4, 7, and 21 in Greenville, SC, 107.3 Jamz Summit Media Radio, The Lovely Big O (local personality), and multiple local event calendars.

KnottyNNatural.com

12.5K

Total Page Views

3663

Total Page Views

EventBrite.com



The **City of Greenville** presented KNOTTY-N-NATURAL with a Proclamation declaring June 4<sup>th</sup> as **KNOTTY-N-NATURAL FESTIVAL DAY**



# A LOOK BACK AT 2022

## WHO ATTENDED

The inaugural Knotty-N-Natural Hair Festival was attended by natural hair enthusiasts from across the Southeast.



**247**

**SOUTH CAROLINA**



**92**

**NORTH CAROLINA**



**18**

**GEORGIA**



**02**

**FLORIDA**



**01**

**LOUISIANA**

**373\*** **Total attendees**

\*total does not include vendors, children, or volunteers

# KNÖTTY-N-NATURAL HAIR FEST

## 2022 PANELISTS



**ASHLEY MALLORY**  
Fashion Stylist & Designer

Ashley Mallory is a published fashion stylist based in South Carolina. Owner/Operator of "Fly Feet Boutique & Style", a one stop shop for custom pieces and styling. She started Fly Feet Boutique in 2013, initially in response to her love affair with heels. In 2014 she introduced custom pieces and styling to the mix. She attributes her style to her late grandmother and mother. "They were God fearing, well dressed women with an amazing sense of humor". To inquire about services or to learn more about Fly Feet Boutique & Style, follow her blog on FB and on Instagram at @Fly\_Feet\_BoutiqueandStyle.



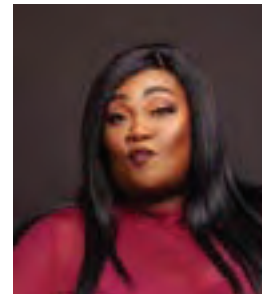
**JOSHUA HOLLIS**  
Dreadlock Stylist

My name is Josh Hollis, a 33-year old from Spartanburg, SC. I have basically been around hair my entire life as my mom is a cosmetologist as well. I decided to follow in her footsteps and started doing dreadlocks right out of high school on some friends. In 2015, I made the decision to leave my job and start my career as a loctician! Seven years later, I'm happy to say that I still have that same passion that I did when I first decided to start on this career path! Thank you to all my supporters! I love you all!



**KELVIN CROSBY**  
Certified Personal Trainer & Health Coach

Kelvin's passion was developed from a life of worldly experiences that has tested his strength, both physically and mentally throughout the years. By working through obstacles and taking control of his own future, Kelvin's knowledge, perseverance, and ingenuity has given him the unique ability to connect with people of all ages, races, and backgrounds. He has earned the respect of his clients by showing that it is possible to accomplish anything with discipline, dedication, focus, and a positive mindset.



**ONESHIA 'THE LOVELY BIG O' EDENS**  
Emcee and Radio Personality

Oneshia Edens aka "Lovely Big O" is a Greenville, SC native, who shares her Christian Comedy throughout the United States and Internationally. The well-known entertainer uses her full-figured physique, family and church experiences to make anyone she meets laugh! She also draws upon her own personal experiences as a single parent and youth growing up in Greenville SC. Oneshia spreads the same level of fun and excitement on the airwaves every weekend on the number one radio station, 107.3 JAMZ in Greenville SC!

# KNÖTTY-N-NATURAL HAIR FEST

## 2022 PANELISTS



**PIERRE HOUÉY**

Barber, Barbershop & Barber School owner

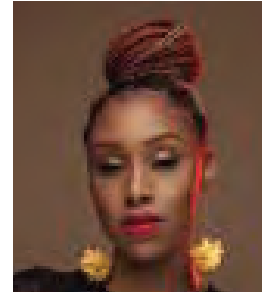
In his twenty-seven years as a barber and seven years as a barber instructor, Pierre Houey has developed a rather unique path to success in barbering and barbering education. With a focus on using failure and mistakes as tools to amplify experience, his “full court press” method of teaching barbering and business is calibrated for today’s mix of speed and social media. You can find him at either his shop, All Even Barbershop, or his barber school, All Even Barber School.



**TRACI FANT**

Community Activist, Freedom Fighters

Traci Fant, Organizer of Freedom Fighters Upstate SC, was born and raised in Detroit Michigan and moved to the Upstate in her early adult years. Traci believes in building a strong community through actions, not just talking about it, being about it! As a child and throughout her teen years she attended Greater New Mt. Moriah Baptist Church led under the leadership of Dr. Benjamin L. Hooks who was at the time President of the National NAACP. Under his leadership Traci learned early the importance of community outreach, helping those in need and the civil rights movement.



**SHANTIA GASH**

Makeup Artist

Hey! I’m glad you’re here! My name is Shanita Gash and I am the owner and founder of GlamGirl Cosmetics LLC. My professional makeup career started after quitting my 9-5 job of 8 years as a production associate. Now, I am a professional makeup artist who studied at Gwynnis Mosby Makeup Academy in Atlanta, Georgia and I received my makeup certification. I love everything about makeup, but what I love most about it is the confidence it brings out in women. The joy and happiness makeup brings, fuels my passion.



**DERRICK QUARLES**

Community Leader

Derrick Quarles dubbed the “Political Wizkid” began his young life on a rocky road that led him to spend time in a youth detention center. However, this experience turned him around and allowed him to use his energy and thirst for knowledge to change the world by involving himself in activism and community leadership. Through his efforts for change, Quarles has carried on the legacy of many of our civil rights leaders. From facing down the Ku Klux Klan to meeting with President Biden and the U.S. Attorney General Loretta Lynch to discuss criminal reform, he continues to represent South Carolina and the needs of those in this state. He is currently Candidate for SC House of Representatives, District 25.

# 2022 EVENT DAY/SHOW LINE UP

<b>11:00am - 12:00pm</b>	Doors Open/Music by DJ Anthony 'DJ Rain' Edwards
<b>12:00pm - 12:30pm</b>	Introductions by Host Oneshia 'The Lovely Big O' Edens
<b>12:30pm - 12:40pm</b>	Music by DJ Anthony 'DJ Rain' Edwards
<b>12:40pm - 1:00pm</b>	Community Spotlight: Traci Fant - Community Activist/ Community Leader and Derrick Quarles, Candidate for SC House of Representatives, District 25
<b>1:00pm - 2:00pm</b>	<b>Fashion Show</b> - Oneshia 'The Lovely Big O' Edens <b>Porscha Davis</b> - Natural Hair Stylist <b>Joshua Hollis</b> - Dreadlock Stylist <b>Shanita Gash</b> - Makeup Artist <b>Ashley Mallory</b> - Fashion Stylist & Designer
<b>2:00pm - 2:30pm</b>	<b>Pierre Houey</b> - Barber, Barbershop & Barber School owner
<b>2:30pm - 3:00pm</b>	<b>Kelvin Crosby</b> - Certified Personal Trainer & Health Coach
<b>3:00pm - 4:00pm</b>	<b>Fashion Show</b> - Oneshia 'The Lovely Big O' Edens <b>Porscha Davis</b> - Natural Hair Stylist <b>Joshua Hollis</b> - Dreadlock Stylist <b>Shanita Gash</b> - Makeup Artist <b>Ashley Mallory</b> - Fashion Stylist & Designer
<b>4:00pm - 4:30pm</b>	Dance Company
<b>4:50pm - 5:10pm</b>	Comedy Show - Jas The Comedian
<b>5:10pm - 5:30pm</b>	Music by DJ Anthony 'DJ Rain' Edwards
<b>5:30pm - 6:00pm</b>	Closing - Oneshia 'The Lovely Big O' Edens



2023 FESTIVAL INFORMATION

# COMING SOON



EVENT SCHEDULE



SPONSORSHIP OPPORTUNITIES



THE PANELISTS



VENDOR REGISTRATION

# KNOTTY-N- HAIR FEST NATURAL

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