

*The*  
**Culture  
Report**

Q3 2023



## \* NBA Style

NBA fashion has evolved over the years, players are attending more fashion shows and building partnerships with brands outside of the usual Nike or Adidas deal. For an example, James Harden is on the board of Saks, Jordan Clarkson just launched a line with Lululemon. Iconic looks have always been a part of NBA culture, but the future is bright for this new era of style.

*Source*



## \* Harlem to the World

During NYFW, the 16th annual Harlem Fashion Row Style Awards by Brandice Daniels was held at the Apollo Theatre. Harlem Fashion Row was “built to champion and uplift designers of color and has made it a point to create spaces for the community to show up for one another.” Kelly Rowland accepted the award for Fashion Icon and shared her journey from attending second hand shops with her mother to the memorable outfits as a member of Destiny’s Child. Other award recipients included Gabriella Karefa-Johnson, fashion editor at Vogue and Harlem’s very own, A\$AP Rocky.

*Source*



# Sports & Entertainment



## \* Passing the Baton (Racket)

Coco Gauff made history as the first American teen to win the US Open since Serena Williams in 2001. She won her first-ever major title after beating Aryna Sabalenka. Gauff credits Serena Williams as her idol and stated that she wished she had the opportunity to play Williams in a match before her retirement.

*Source*



## \* Revolt World

Revolt held it's first-ever Revolt World in Atlanta, bringing in more than 30,000 attendees over a 3-day span. The daily lineup included prominent REVOLT shows, live performances, panel conversations, and experiential activations. Revolt World trended on social all weekend, receiving over one billion digital impressions.

*Source*



# Business & Entrepreneurship



## \* Culture Insight

Edward Blum's American Alliance for Equal Rights, the anti-affirmative action activist behind the U.S. Supreme Court Affirmative Action decision, filed a case against Fearless Fund, a venture capital firm that provides funding for women of color founders, claiming the program is discriminatory. A federal appeals court temporarily blocked Fearless Fund from moving forward with their program as a result of the suit.

*Source*



## \* Prime Time

Deion Sanders also known as Coach Prime, has generated an estimate of \$4.5 million in pre-order revenue for his sunglasses line - Prime 21. As of late September nearly 70,000 pairs have been pre-ordered.

*Source*





## \* Renaissance Economy

According to The New York Times, the “Renaissance World Tour” is on its way to earning \$560 million in revenue and has the trajectory to wrap up with an estimated \$4.5 billion boost to the American economy. The financial impact has been compared to what the 2008 Olympics did for Beijing, China.

*Source*



## \* Green Book + Expedia

“Expedia teamed up with Green Book Global, the first and only Black traveler review website mobile app and social media platform, to launch the inaugural Green Book Global Black Travel Review Month (BTRM) initiative.” On the app, you can find a list of top-rated and founder-recommended destinations. “The Traveling While Black” score comprises of the candid experiences of Black travelers and the level of warmth and hospitality they received from locals.

*Source*





## \* Inequality in Medicine

According to a new study by the Urban Institute, Black parents and their children are more likely to experience unfair treatment when seeking medical care than others. The study found that approximately 22% of Black parents said they were judged unfairly or mistreated due to race or ethnicity, language, health insurance, weight, income, disability or other characteristics. The rate at which Black parents reported the unfair treatment was almost 10% higher than other racial groups.

*Source*



## \* Relaxers Harm

The Journal of the National Cancer Institute followed 30,000 women over the course of a decade and found a direct correlation between straightener use and higher rates of uterine cancer. Women who used perms and relaxers on a consistent basis had a 4 percent chance of getting the disease by age 70, compared to a 1.6 percent chance for those who never used relaxers.

*Source*

# CULTURE BRANDS™

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