

Iman Outraged at Major Retailers for Ignoring the Black Beauty Market

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Uber model and beauty specialist Iman spoke out recently at the WWD 2012 Beauty CEO Summit, protesting that major retailers disrespect the black beauty world by moving ethnic products to the back shelves of most stores.

Specifically she's calling out retailers such as Wal-Mart, Target, and Walgreens who have been hesitant to carry her beauty line in their stores despite its success in stores such as J.C. Penney and Sephora.

"I have customers from all over the world that look for the products, but I also have customers in the U.S. that can't find the product in a store near them," she said.

It appears that major retailers have been missing out on the wave of new ethnic hair and beauty products for black women. Iman's recent addition of liquid foundations to her successful makeup line has confused retailers, many of which responded with, "Oh, black women don't buy liquid foundation, right?"

If more brands possibly offered more shades for women of color, the products would probably go flying off of shelves.