

COVERINGS[®]

Fashion Health & Beauty for Women of Faith

Paulette Whitfield Black
Editor-in-Chief

Fall Issue 2022



RETURN OF THE GENTLEMEN SERIES CONT.

Pg. 32

TABLE OF CONTENTS

WHAT'S HAPPENING NOW

COVERINGS

*fashion, health
and beauty*



*A Bold Woman of Faith - Founder of A Child's
Dream - Minister Cassandra Sampson -
Read all about it! Pg. 42*

TUESDAY, OCTOBER 11



TRUNK SHOW 12:00-6:00 PM

Contemporary Art Museum of St. Louis (CAM)
3750 Washington Avenue, Grand Center
Step into the colorful, print-filled world of Diane von Furstenberg
and meet the DVF teams from New York, LA and London.

The first 100 guests through the door will be eligible to enter our Trunk
Show sweepstakes - one lucky shopper will win the distinct opportunity
to meet Ms. von Furstenberg the following day while she's in St. Louis!



HAPPY HOUR 4:00-6:00 PM

Sip while you shop the DVF line!

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WEDNESDAY, OCTOBER 12



TRUNK SHOW 10:00 AM-4:00 PM

Contemporary Art Museum of St. Louis (CAM)
3750 Washington Avenue, Grand Center
Refreshments available all day in the CAM cafe.
10% of sales benefit Saint Louis Fashion Fund.

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#DVFINSTL

**Sweat
Yourself
Strong!**
By Shannon
Fingerhut
Pg. 38



15 pages

Fall Fashion 2022 Collections

**Valentino,
Diane Von Furstenberg,
& Michael Kors**



MICHAEL KORS



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PRESIDENT
SAM**
*Black Owned Beauty
Supply Association
Since 2002
Pg. 40*

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Paulette Whitfield Black

“Enjoy the Journey”

With the recent passing of my mother, I find that I am seeing this process of living in a new light. After all, how can a person be here, present in this life, and the next second they are not? They are gone. They are no more. It is sobering. It is supernatural. But, it is indeed part of the life process. So, I have made a declaration to myself on an entirely different level, to live my life to the fullest one day at a time. One minute at a time.

There is a really fun fashion book that I wrote, and never took the time to send to the printer. Also there is one that I know I should write, but never moved forward past a few notes. There are designs I see in my spirit that I have never taken the time to create. I have procrastinated. I put them off until “the time is right.” I think I can always do it later. It is my sincere belief that whatever we visualize or see with our imagination, is meant to become a tangible useful part of the

world we live in. This is our gift to mankind. Our contribution. We can’t take it with us, but we can leave something behind.

I am reminded that David said in Psalms, that my life is but a vapor and my times are in God’s hands. So is yours. I have many talents. Each one I will explore with more focus. I admonish you to do the same. Live life on purpose. Be in the moment. I often heard my mom encourage people to learn how to enjoy the journey. If we remember to be kind, to take care of the planet, to lean in to the task at hand, and always love God, we will have traveled well. From my heart to yours... Be blessed!

*Regards,
Paulette Whitfield Black*

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VERSACE

Medusa Oval Plastic Sunglasses



Neiman Marcus

MICHAEL KORS

Chesterfield Sequined

Douable-Breasted

Coat



About The Publisher

Paulette Whitfield Black

“Paulette Whitfield Black is the publisher of Coverings® fashion magazine, and creator of Fashion & Faith Experience®.”

She sits on the Board of Fashion Group International, Inc. St. Louis. Her fashion productions have appeared at The Missouri History Museum (Little Black Dress), The Sheldon Concert Hall, Day-star TV, and as Fox-2 News segments.

After graduating from SIU-E with a B.S. in Art Education, Paulette Whitfield Black immediately relocated to L. A. California. She became one of the first African-American Fashion Art Directors in the country. She developed Ad Campaigns such as the USA launch of Chanel's COCO perfume. Paulette's clients have included The Broadway Stores, Bullock's, May Co, Macy's, and other major Department Stores. Her efforts contributed to five Advertising Awards for her clients. She is the recipient of the Industry Leadership Award, and Fashion Designer of The Year Award. Her art direction projects have included supermodels Heidi Klum, Cynthia Bailey, Naomi Campbell, and Cindy Crawford, with work appearing in Vogue, WWD, Los Angeles Times, and TV.

Her greatest joy is helping others develop their creativity beyond what they thought was possible. She is a member of Sigma Gamma Rho Sorority, Inc. Paulette is a woman of faith.

Find her on Facebook, Instagram and YouTube Coverings Live.
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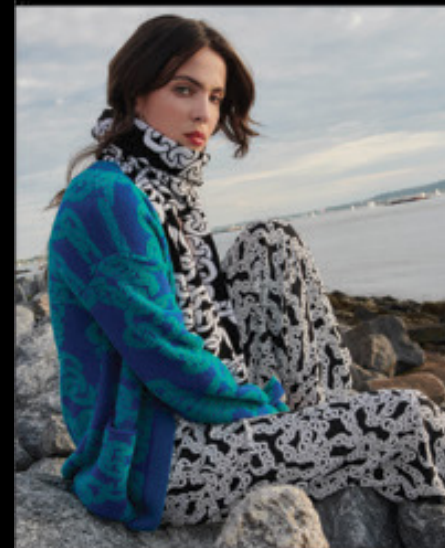
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DVF in STL

TRUNK SHOW
CONTEMPORARY ART MUSEUM



10.11.22
12:00-6:00 PM

10.12.22
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10% of sales support Saint Louis Fashion Fund

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WEDNESDAY, OCTOBER 12



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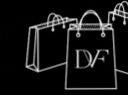
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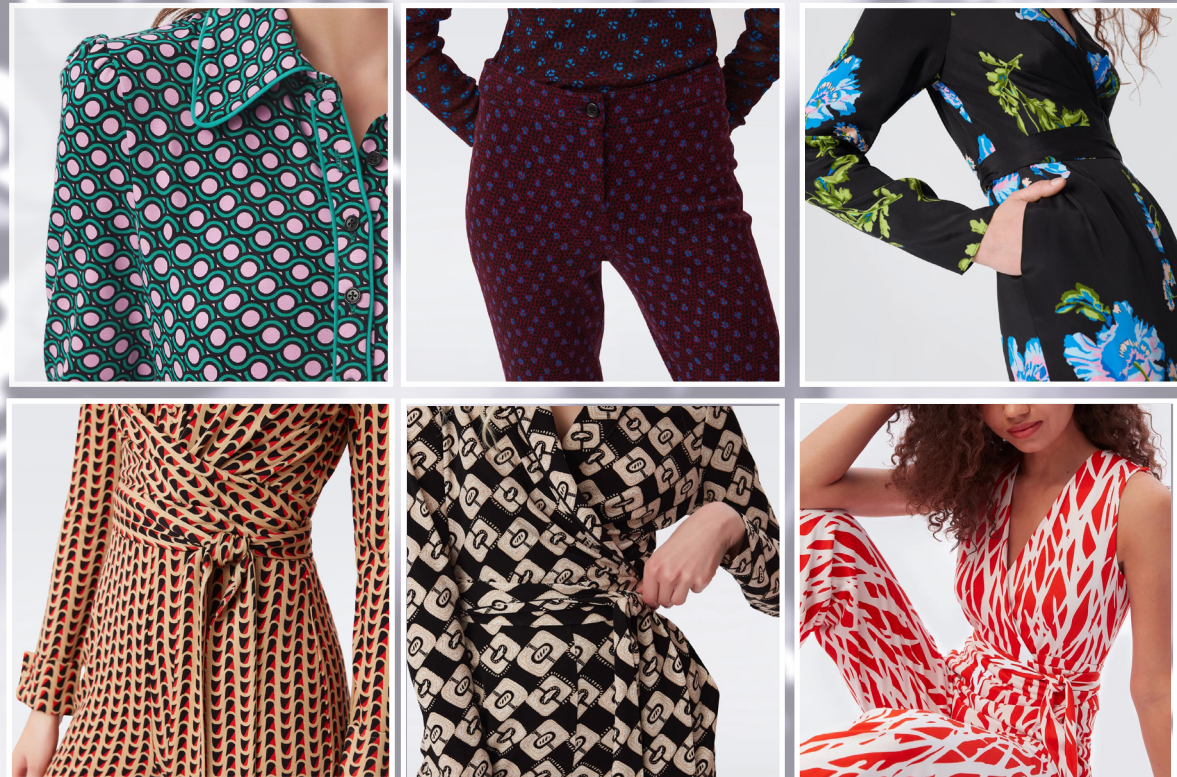


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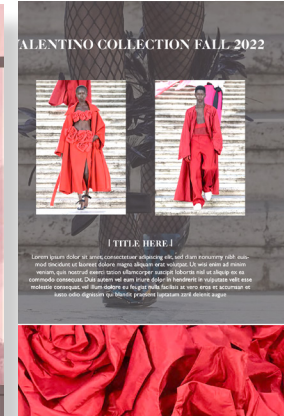
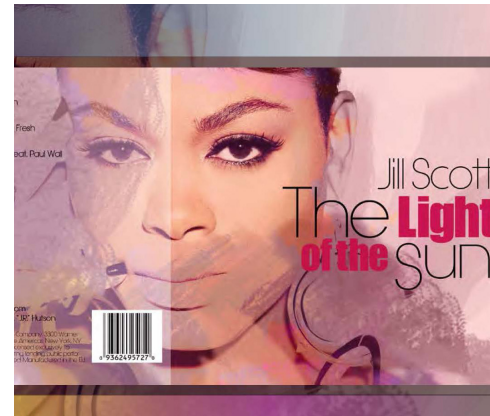


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VALENTINO

In 1964, Jacqueline Kennedy had seen a woman wearing a two-piece ensemble in black organza at a gathering. It made such an impression that Kennedy contacted her to learn the name of the ensemble's designer, which was Valentino. It so happened that Valentino was scheduled to be in the United States

to present a collection of his work at a charity ball at New York's Waldorf-Astoria Hotel. Mrs. Kennedy wanted to view the collection but could not attend the event, so Valentino decided to send a model, sales representative and key pieces from his collection to Mrs. Kennedy's apartment on Fifth Avenue. Mrs. Kennedy ordered six of his haute couture dresses, all in black and white, and wore them during her year of mourning following President John F. Kennedy's assassination. From then on, she was a devoted client and friend. Valentino would later design the white Valentino Gown worn by Kennedy at her wedding to Greek tycoon Aristotle Onassis. In 1966 he moved his shows from Florence to Rome where two years later he produced an all-white collection that became famous for the "V" logo he designed.

In 2012–2013 a major new exhibition opened at Somerset House in London celebrating the life and work of Valentino, showcasing over 130 exquisite haute couture designs.



VALENTINO

C O L L E C T I O N



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VALENTINO COLLECTION FALL 2022



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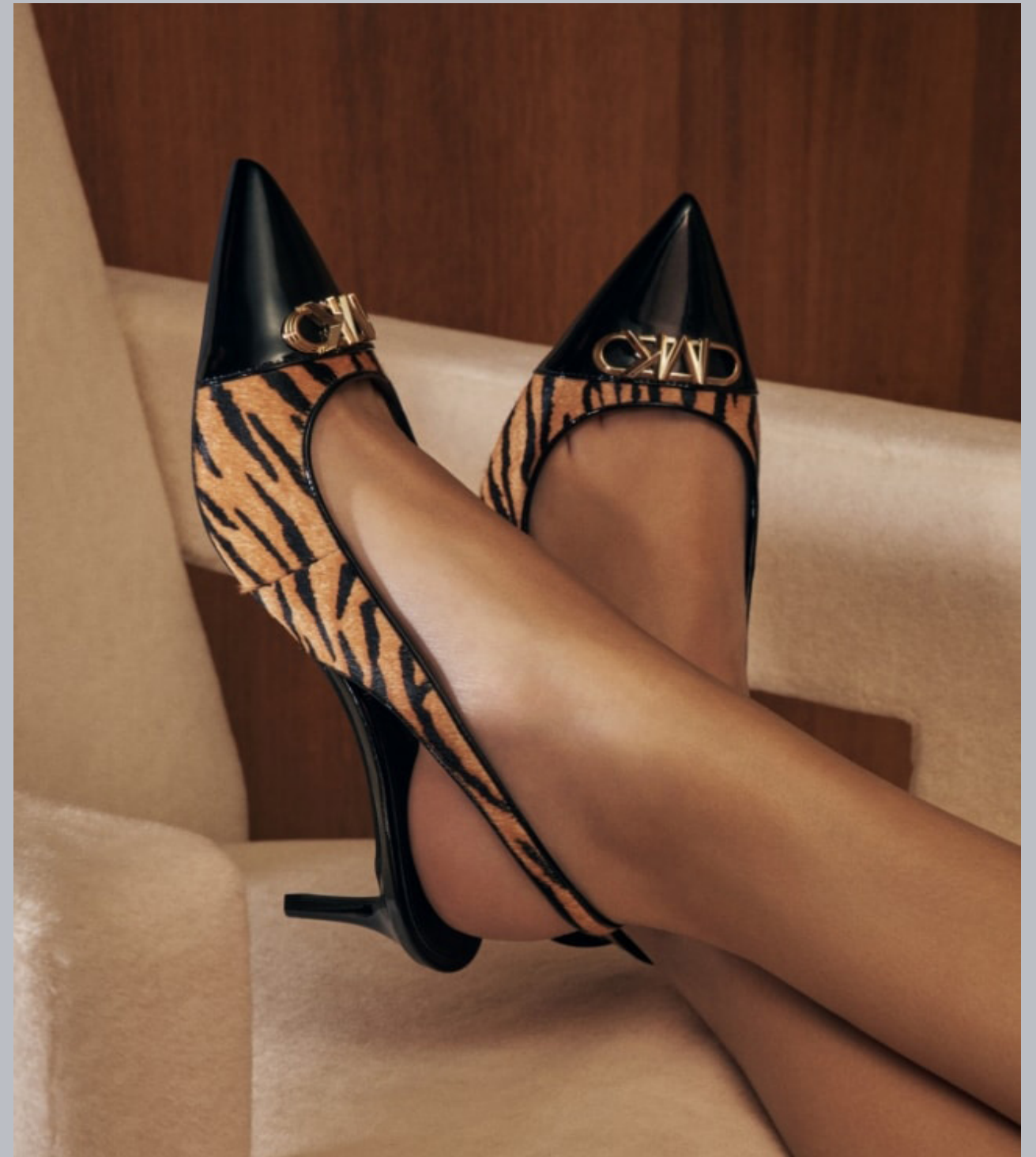


VALENTINO COLLECTION FALL 2022



visit online @ [valentino.com](https://www.valentino.com)

Michael Kors is a world-renowned, award-winning designer of luxury accessories and ready-to-wear. His namesake company, established in 1981, currently produces a range of products under **Michael Kors Collection, MICHAEL Michael Kors and Michael Kors Mens**, including accessories, ready-to-wear, footwear, wearable technology, watches, jewelry, and a full line of fragrance products. Michael Kors stores are operated in the most prestigious cities in the world, including New York, Beverly Hills, Chicago, London, Milan, Paris, Munich, Istanbul, Dubai, Seoul, Tokyo, Hong Kong, Shanghai and Rio de Janeiro. In addition, Michael Kors operates digital flagships across North America, Europe and Asia, offering customers a seamless omni-channel experience.



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MICHAEL KORS

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At the center of it all, is a designer who has created an enduring and iconic luxury lifestyle empire with a distinctive point of view and global reach. Michael Kors has a sharp focus on providing his customers with accessories and clothes that are consistently polished, chic, relaxed and glamorous. Kors has also been the recipient of numerous industry awards and accolades within the fashion industry, been honored for his philanthropy, and earned the respect and affection of millions.



MICHAEL KORS

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"Hello,

My name is Felicia Miller and I am currently an American Family Insurance Agency business owner located in Florissant, MO. We are a full service insurance company. I began my career at American Family Insurance in 2007 as a customer service representative.

In 2017 I joined the corporate storefront channel as a Family Risk Advisor. I grew up in Saint Louis and attended Normandy High, Florissant Valley Community College and earned a Bachelor of Science Degree from Lindenwood, University.

My personal goals are to continue to build great relationships with my clients and my team as we strive to maintain long lasting family of satisfied customers.

We are so very proud that we have established the Williams Children Scholarship Foundation to assists students with funding for their educational goals.

I enjoy spending time with my family, shopping, serving in our church ministry and relaxing outdoors."

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*Vera Gray – Owner of the
"Salon V Experience," in Florissant, MO*

Salon V Experience, is a full-service hair salon in Florissant MO., that specializes in solutions for hair loss. Vera Toliver-Gray the owner, began as a hair stylist 35 years ago unaware her "gift" was connected to uplifting spirits, enhancing self-esteem, and building confidence.

The salon is on a mission to eradicate hair loss that make women and men feel less themselves because their outer-selves do not match their inner-selves.

Salon V Experience hair loss eradication begins with knowledgeable hair stylists on techniques for healthy hair-care. Healthy hair-care principles are used as well. These principles are periodically applying a professional product for damaged hair, frequent hair-end clipping, shampooing and conditioning the hair underneath the treatment, and less wear-time and frequent changes for treatments. The hair stylists are skilled in various treatments that complement the principles. Conditions where most hair is present, sew-in extensions can meet a vast number of needs.

Where there is less than half the hair, a combination of hair integrates (strand by strand), micro-weft integrated, and segmented weft integrations may be appropriate. With complete baldness, lace pieces and wigs are go-to solutions as well. These treatments cover a wide-range of situations for undesirable hair length or sporadic fullness.

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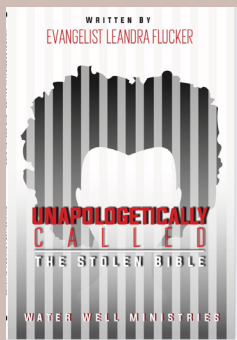
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Ms. Leandra Flucker author
The book “Unapologetically
“The Stolen Bible,” Waterwell Ministries

Born in Clayton, Missouri She grew up in University City. A woman predicted, Leandra would be a Missionary Evangelist and that she would travel to Africa to preach. Leandra only wanted to be a doctor. Her future had changed, but it was not something she embraced. In her personal life she was being moved around like a chess piece. However, in the end, she still applied to *Spell-mans College* and was accepted for the winter quarter. This book is an excellent read for anyone who is running, knowingly or unknowingly, from a “call of God”. She said this is how He could get her, to a designated end. This is the first, in a series of books.

Leandra She also has her own Youtube channel called “Water Wells Ministries” and a \$5 Patreon at <https://www.Patreon.com/WaterWells>. On her YouTube channel, Facebook, and Patreon she has a program called “Morning Manna” where she gives an encouraging word from the Bible. She attends “Rock of the Valley Church” @rockofthevalley.org and on Facebook, she teaches Friday night Bible class. She now knows that one day she will be in Africa. With many more adventures to come. You can purchase Leandra Flucker “Unapologetically CALLED, the Stolen Bible” Order online, \$15 paperback, \$25 hardback. Delivered in 4 - 6 weeks.

<https://www.lulu.com/shop/leandra-flucker/unapologetically-called-the-stolen-bible/paperback/product>.

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COVERINGS

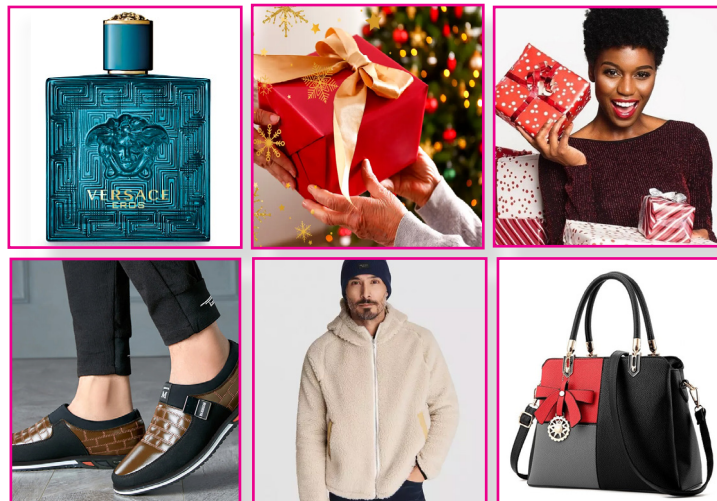
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Fashion Health and Beauty for Women of Faith



[THE RETURN OF THE GENTLEMEN]

The Leader of
Sustainability

Rick Wolf
HOSTS - FASHION GROUP
INTERNATIONAL ST. LOUIS

FALL ISSUE 2022



[RETURN OF THE GENTLEMEN]

A trailblazer in “Sustainability” **Rick Wolf**

is the proud owner of
MEDNIK RIVERBEND
and FOUND. He sits on
the Board of Directors of
S.M.A.R.T. Which
is the largest textile
recycling association
in the world.

Photographer | ERICA WHITE

“Fashion has a *lot* of **BAD** things about it.

COVERINGS: What is sustainability?

RICK WOLF: To me, sustainability is something that keeps on going. It is sustained. We know that our role is to be the “end life” of clothing. We always have feedstock. We know that people will always be wearing clothing, so we don’t have to worry about that. When I go into meetings and fashion situations, I always downplay the role that I play. I am the gatekeeper to the landfill, because what people don’t understand is that the majority of clothing and textiles will meet its doom in a landfill. How I would look at sustainability is probably different from the way a twenty year old would look at it.

We’re 100 years old, we have been doing this for a century, and all of a sudden everyone has come to us. We’re hot, but we’re really not! The bottom line is, something that is sustainable means we can give it an additional life. Our feedstock will always be there because fashion has a tendency to over produce. We are getting more and more creative with where we are going with our products. Our goal truly is to find any use, as long as it is another use for that product.

When you talk to a designer, the last thing they would like to know is that their product ended up in a coal mine or an oil well. That’s not exactly a dream, because there again, fashion is ego driven. We are looking for alternative use, which is why we have FOUND. Found is where we are selling our clothing on-line and we have boutiques. Our Mission Statement is “One More Use.” My definition of sustainable is taking products that are

the marketplace, that will always be in the marketplace because there will never not be clothing, and see if we can’t find other uses. Our outreach is with the colleges and universities, and working with the fashion students. We are trying to partner with the younger people so that there is an awareness and knowledge that there is more that they can participate in on the before production than the after production. The young kids accept what we have more than the older generation. The older generation used to look at it as “secondhand” or “thrift”. It was looked down upon if “you’re shopping at a thrift store.” Whereas, now, according to CBS it’s a badge of honor to be able to mix vintage and secondhand with first quality goods.

Sustainability is a movement, but it has always really been there. I think what fashion manufacturers and fashion designers are realizing now is there is an audience there and that not only is it current, but it’s demanded now! The days of green-washing? People are starting to see through when you have limited success promoting your product, whether you’re using a recycle tote bag or if you’re buying back, like Made Well buys denim back for insulation. Eileen Fisher will bring their product back, but a little story about that is, say you’ve got 35 stores in the United States and you give back three articles of clothing out of 100. You’re promoting sustainability on the buy back program, but all of those stores have to take three pieces, put it in plastic, put it in a box, UPS driver pulls up (carbon footprint there), he takes it to the UPS truck, then drives it to the plane. The plane flies it to a clearing house. The box is opened up. The plastic is recycled, maybe. They have to dry clean it. They have to repair it. They have to put it back in plastic, back in a box, back in a UPS truck, put it back in an Eileen Fisher store and then say, “We are sustainable.” So, if you look at the effort, the carbon footprint and the labor that went into getting that second hand product back into the marketplace, it’s astronomical. And then, they have to price it below

There first quality goods. So I would call that green washing. Fashion has a lot of bad things about it; whether its the second largest polluter, or the amount of child labor that is used in fashion production. Go on-line and look up the UN statistics. There 140million children under the age of 12.

COVERINGS: What do you think about “Made in America?”

RICK WOLF: Great, as long as you are willing to pay the price. If you think you can have something manufactured domestically using U.S. labor and selling it in a U.S. facility, and you’re going to buy that same flannel shirt at WalMart for \$12, it’s not going to happen. I like American made. It’s not my preference. At some point there is probably, in an American made item, something that’s made offshore, and assembled in the United States. You have to watch how they market it.

I think that COVID-19 really showed that we can’t rely on the world, even if it’s a global business. Warehouses are now full, because people can’t do just in time delivery. I think that COVID changed the world in a lot of ways. I think it changed fashion. Imagine how many clothes were stuck on the water; how many of yesterday’s and last year’s fashions. How many pairs of Levi’s did Macy’s strand throughout the world when the world shut down. They owned those goods. Are they sitting in a warehouse in Singapore? Or are they in Anchorage, Alaska? Where are they? They weren’t selling them.

COVERINGS: So, what do you do with sustainability? Do you manufacture offshore?

RICK WOLF: The only thing that we manufacture is custom made toweling. We follow the donation cycle. Years ago, when I was in this business, I was able to buy locally. We would buy all of our clothing that gets cut into wiping rags and is turned into fiber.

We could buy that

cont. pg. 34

WE WOULD BUY...

locally, because it was a localized effort. Then, around the late 90's we started seeing a transition away from expensive labor. St. Louis was always expensive because there was a union. My manufacturing plant here is union. We have always been pro union. The first deal I ever did was in the early 90's. I bought some product off of the Mexican border, deep in south Texas. That was awkward. Then, as labor costs continued to accelerate it became cost ineffective. to do what we do domestically. Whereas, when you donate an item, and there's the thrift market, there are two ways of getting secondhand clothing.

Credential is when you literally buy the contents of a bin that's untouched. There's a certain market price for that. Institutional thrift, which is pretty much the largest supply of used clothing in the world, is the secondary market for thrift. Once it enters the thrift market it exits now, and within, I'd say 45 days it's in, primarily, Central, South America, India and Pakistan. Then, it is sorted there. Clothing that leaves the thrift market I always tell people, when I talk about thrift, always donate. Always, no matter what: one shoe, a shoelace, if it's got a hole, always donate it. Don't ever throw anything away. The reason that clothing recycling is not really in the forefront is that it can't be curbside recycled. You can put out paper and glass. You know about auto parts. You know about recycling metal and aluminum. You know about the basics that you can put out on your curb. The problem with recycling clothing curbside is moisture. The cost of cleaning a garment in the secondary market, unless it is a very expensive garment, exceeds the value. The consumer market has always relied upon non-for-profits to donate clothing. When people donate to a non-for-profit they are doing a really good thing. Is the clothing going to the homeless and people in need? Some. But, the majority of the benefit of the non-for-profit receiving the clothing is financial income. It provides for outreach, community projects, drug and alcohol rehabilitation, and education. It pays for a mission. And so they use clothing as a source of income.

COVERINGS: We know that you award young up and coming fashion designers. We know you have a heart for fashion designers. People should understand that there are two sides to you here. You are not saying that you hate fashion designers. You are just telling a truth that we need to look at and see the circle of it all. Tell us about the Award you present to new designers.

RICK WOLF: We have a partnership with Sam Fox School of Design. It started in 2019. It was a cold call. I always believe that one thing leads to another. I said hello to a gentleman in one of my stores. Nothing more than that. Thirty days go by. I see him again and I say, "Thank you. Welcome back. what do you do?" He had worked on the campus of Washington University. said I'd always liked to deal with fashion students, so if you now somebody, here's my card. And, I got a call. He set up an appointment with Dr. Mary Rupert-Stroescu. My manager, Molly Benini, and I showed up. We were a little over our head, but we hit it off. Her Reclaim Project was easy for me from the recycling aspect to kind of reverse engineer, because she was grinding t-shirts and mixing with bonding agents to then create yarn goods. One thing led to another where I felt it was important to get to the current designers, now. I think that where you want to be is to educate the kids who are really in tune to what the mission statement is. We figured if we could get to the design students and work with them and promote sustainability, whether it was up-cycling, recycling, down-cycling, we have a better chance of getting the mission of sustainability and secondhand into the system. So, we started working with Levi jackets letting them deconstruct and reconstruct. Then Dr. Stroescu said they would like to have me work with the kids on up-cycling for the runway show. We started working with them. They would come to the stores and would outfit them,

and they would cut and sew. We gave a nice award and put some money behind it.

COVERINGS: It's the Riverbend Textile Sustainability Leadership Award!

RICK WOLF: Yeah, and when you're sitting there...and I always feel don't think very highly of myself and then you're sitting there with the guys from Saks Fifth Avenue and Susan Block (The Designing Block), and you realize you've got a good fraternity of friends right there. I never try to pretend that we are forward fashion. Quite the opposite. We're here to say, 'Hey! You're producing too much. There's a downside to fashion. You have a responsibility to the next generation. You have a responsibility to the earth. Oh, and by the way, I do this for a profit. The younger kids When I'm on campus I always say, 'you know I own FOUND.' They're familiar with us. They don't think twice about buying a used sweatshirt. They don't think twice of getting a vintage T-shirt. They don't think twice. They mix and blend. I thought sewing went away, but all these young kids know how to sew. I mean, most of my employee's are sewing.

It's a good time because we can produce recycled feedstock to young designers that can incorporate the design using or incorporating, originally as of right now, it's clothing. But, when you have Titan Bioscience and Renewcell, which are two leading chemical recyclers, with their new processes they are able to recycle clothing and then reproduce virgin thread. Then they can produce up, using recycled products. That is the future of recycling. That's the future of sustainability in fashion, because you are not technically using a used garment. The used clothing becomes the feedstock, because it becomes the virgin yarn using reprocessed clothing.

COVERINGS: We like your style. Talk to us about tailor-made men's clothing and why it is important.

RICK WOLF: Tailor-made. It's a process. It doesn't start out like that. First you have to get your kids through college and you have to pay your bills. I'm at a different point in my life right now. It's the truth. What is the saying? On the rack clothing is made for all,



“When I need
GOD to really
Hurry up...
He seems
to move slower.”

His clock and mine often conflict. However, I've learned that He's not slow (as men understand slow, but is patient with me). While I'm praying, crying, feeling the pressure of the situation, thinking HE doesn't understand the urgency, He's patient with me... Patiently waiting on me to rush into a position of rest.

Rest... in the stillness of trust! Rest beyond my timings, my anxieties, my strategies of knowing how He can do it... to the still, scary place of "if He doesn't do it at all!" Real trust puts you right there! My soul, resting in the completeness of His timing and His Will in all things.

God is not slow, but absolutely sure and every promise in His Word is fulfilled on time, if I trust and enter into His rest. Be encouraged this week and choose to let Him handle it all. It's going to be alright!! For His decisions are always perfect and His workings are always for our good!

We are praying for you!
Minister Wilma Walker

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“Sweat Yourself Strong!”

by Shannon Fingerhut

Weather is beginning to get cooler and I love seeing a lot of people start to take advantage of enjoying the outdoors again! Easiest thing we can do is just go for a walk!



However, have you thought about adding some challenge to your walks?

I began hearing about Rucking (urban hiking, as they say.) Basically stemmed from military training workouts. All you

need is a backpack with some added weight to it (you can use shoes, filled bottles, dumbbells, rocks, books, - anything that you can fill your bag with). Put it on and hit the sidewalks! -Start small and build your weight as it gets easier.

BENEFITS: Increases some strength, burns up to 3x more calories (than walking without weight), and improves your posture! Plus- just an added little goal for yourself - see how much weight you can walk with over time! - and you can do it anywhere you can walk.

LET’S GO RUCKING!
Shannon offers individualized nutrition coaching services to get you on track. Find her on Facebook.

Hello,
I am Erica Brown Gayles, the Owner and Certified Funeral Celebrant for Virtual Closure Memorial Services. In November 2020, my sister-in-law passed very unexpectedly from heart failure in Houston, Texas. Her daughter lives in California, and her brother (my husband) and I live in Illinois. There was no family local at the time of her death.

I was determined to try and find a virtual memorial service so that all my sister-in-law's loved ones could get the closure we all needed after her sudden death. While a few options were available, such as drive-through funerals, there was a lack of opportunities for a truly personalized memorial service at an affordable price. I was inspired to assist others in this situation, and hence God planted the seed for Virtual Closure.

Due to concerns about Covid-19, the desire to gather, share stories, and bring about the closure we each sought during times like these was unavailable. While my story is not unique, we've all either experienced this or know someone who has. Having planned my parents and siblings' services, which consisted of a home-going, memorial, and celebration of life service, I knew the importance of having a personalized service vs. a generalized service. It was crucial to my family that we honored and had a tribute that reflected their lives. I felt a calling to provide a service that allows families to personalize their loved one's virtual memorial experience and to create a tribute page that digitally encapsulates their loved one story and life for all to enjoy and provide comfort for years to come.

I recently lost my fur baby, and while I had sympathy for others that had lost theirs, the empathy kicked in when we lost Harmony. I now offer a Pet Tribute Page because our animals are a significant part of our families.

Erica Brown Gayles
Founder & Certified Funeral Celebrant®

Packages Offered:

- Tribute Page Website for your loved one or pet.
- Virtual Memorial Celebration of Life.
- Customized Memorial Experience + Tribute Page.
- Customized Packages for Organization, Family Reunions, High School, and Churches.
- Pre-paid Packages are available for Tribute Pages & Memorials.

HOW WE SERVE

Virtual Closure eliminates distance and circumstantial barriers. We provide a platform for family and friends to gather when you need each other most.

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We take you every step of the way so that nothing falls through the cracks.

VIRTUAL MEMORIAL SERVICE FACILITATION

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We create a sharable tribute page for all to enjoy and provide comfort for years to come.

HONOR YOUR LOVED ONE IN A TRULY SPECIAL WAY AND CREATE AN EXPERIENCE THAT EVERYONE CAN JOIN IN ON. WE FOCUS ON THE DETAILS SO THAT YOU CAN BE FULLY PRESENT WITH FAMILY AND FRIENDS.

Far too often, family and friends miss the opportunity to pay their respects and show support. Virtual Closure stands in the gap to meet the need to be together. We provide you with the tools you need so you can focus on what matters most each other.

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VIRTUAL CLOSURE
VIRTUAL MEMORIAL SERVICES



cont. from p. 34

fits none. I have always had problems fitting rack clothing, and I'd always go and have them shortened and happy sometimes not. It started with a sport-coat here and there. I decided to splurge on myself. That led to tailor custom made suits. Once you have something tailored for you, it fits perfectly and it's hard to go back. You can't afford everything. I've always prided myself on how I appear. Moreso in the last 15, 20 years.

COVERINGS: Why is that?

RICK WOLF: I entered the point where I could start affording it. But, I have always put myself together. I've always made sure that the outfit matched. I do judge people, specifically men. Women drive fashion. I think that most women know how to dress and when to dress appropriately. Not true with guys. I do look at what other people wear. I currently have been using Tom James, and Ben Lawler is my custom clothier and he just nails it. And just so you can have your linings and your name (showing off the lining of the jacket)...there's a little bit of ego involved...a lot of bit of ego involved. I get a little bit of slack from my family because I like to put things together, and I do make sure that my shoes are polished and my ties are matching with my shirts, and things are pressed and dry cleaned and the creases are there. It's really important and I get a lot of compliments. More than you think. I think that's because when you say the "return of the gentlemen," then that means the gentlemen left at some point in time.

I think that for men in general fashion is pretty stagnant, to be honest with you. Maybe not so for the twenty year old kids with tapered legs and tennis shoes with suits. It's not my style. I prefer to think that I am representing either myself, or my family, or my business 24/7. I Never go anywhere unless I feel that I am appropriate for where I am going. I will never be under-dressed. Hands down. Ever. If you can experience it and if you need to save your money up a little bit, you should try it. You should dabble. You can get down to the shirts and the jeans and the pants. Whatever. Everything can be reworked. Customer service is incredible. Picking your fabrics. The choices are amazing! Picking your linings is the fun

part. Having your name on it is pretty cool too.

COVERINGS: What two pieces of clothing would you advise a guy coming out of college to invest in?

RICK WOLF: An absolutely killer suit, a dynamite sport-coat and professional slacks. You have to have at least two or three outfits. One of the really positive give backs that the company Tom James does is they solicit all of their customers for suits and sport-coats and slacks that are past their prime or don't fit anymore. Maybe the styles have changed. They ask for those to be donated. Then Tom James, probably about once a month, picks a charity around town and will custom re-tailor those clothes for either the minority, the underprivileged to get their first job. Or, they will pick some of the kids coming out of school. They do a really good job.

COVERINGS: Rick you are known as a gentleman of moral character, both personally and professionally. tell us about your religious background.

RICK WOLF: You're going to get a basket. My religious background? My father practiced Catholicism. I grew up in a Catholic family. My brother and sister have stayed in the Catholic Church. My mother was Southern Baptist, so after a stint in Catholic Church my mother won the argument. She put us all in a Baptist Church, which my grandmother was very appreciative of. She was pretty much a holy roller. Then there were some explosives between my parents when I went to high school. Both of them lost and they went half way. They said, "Ok. Fine. We're going to put all the kids in a Presbyterian Church." When I went off to school, I met my current wife. She is Jewish. We were married in Temple. We have raised our kids Jewish. We are members of Central Reform Congregation where my two sons were bar mitzvahs and my daughter was confirmed. Since then we have pulled away a little bit. I do donate to Jewish causes. I do donate to ecumenical causes. I'm pretty comfortable anywhere. I guess I could say I should pick a lane, but I'm all over the board. I've seen it

all. But I fit in about 30%. I'm ok. Am I uncomfortable wearing a yam-aka? Am I uncomfortable genuflecting? We were at a service where they were saying the Lord's Prayer the other day. I didn't say much. I just kind of go with the flow. My youngest son is the most Jewish of all of them [myKids]. His middle name is Solomon. Rabbi Susan Talve has been a big family friend for years and years.

COVERINGS: She is such a trailblazer.

RICK WOLF: 100%. So, if you're going with faith, I've got them all covered. Got into bricks and mortar. We have vintage on-line. Now, we're sitting here having an interview. One thing leads to another. I'm (cont. p. 44





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Mr. Sam Ennon,

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B.O.B.S.A. MISSION

To assist Black Entrepreneurs with owning and operating Beauty Supply stores internationally. Also, providing vocational training, job placement, and educational scholarships to the Black community. The 9 billion dollar Black Hair Care & Cosmetic industry is fully supported by Black Americans. It is the Hair Care Industries responsibility to repossess this rich heritage, in order to generate economic growth within our cities across America.

MISSION STATEMENT

B.O.B.S.A.'s mission is to establish African American to find Black owned beauty supply stores nationally and internationally. We are advocates for black institutions that depend on beauty supply stores and their distribution networks to operate competitive hair care services nationwide.

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Our success is marked by connecting Black business to Black businesses to Black consumers, and to our communities. The achievement of our goals will come about through networking, education, and training, both in and outside of our organization. Mastering relationships with our partners will continue as the pathway to long-standing economic freedom. B.O.B.S.A. will always provide the best to achieve excellence within members within the Black community. Satisfaction will achieve excellence within the Black Business community and industries.

B.O.B.S.A. is a non-profit organization dedicated to the education, motivation, and redirection of consumerism and economics all over the world. B.O.B.S.A.'s mission is to CONNECT manufacturers to Black distributors, retailers, to consumers in our communities. Helping to build economic growth and prosperity within the Beauty & Hair Care Industry.

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“My Story”

Founder/CEO, Cassandra Steptoe-Sampson.

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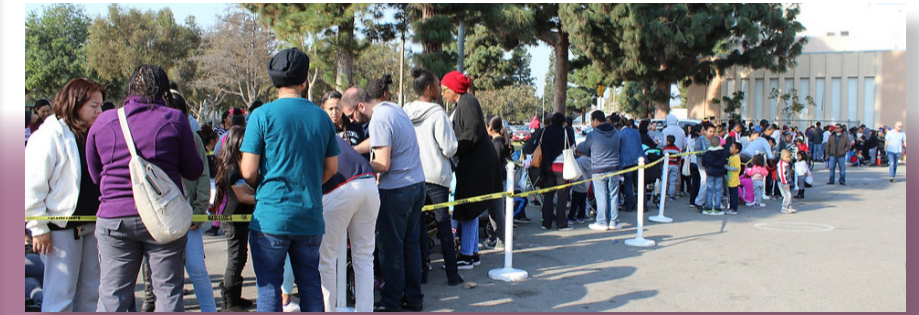
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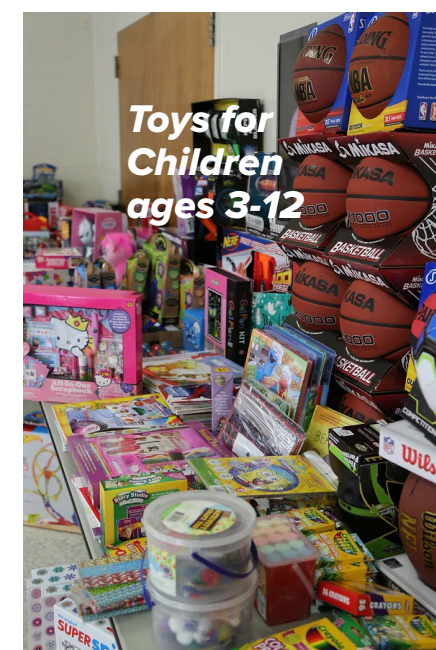
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- 1.** The first event is the Back-to-School Outreach held in August where children (K-12) in need are provided with free backpacks (school supplies, personal hygiene products) along with shoes and haircuts.
- 2.** A second event, the Holiday Outreach held in December is structured the same and includes canned goods, nutritional snacks and holiday gifts included as part of what the children receive.



COVERINGS:
*Is there anything
that we did not
ask, that you
would like to
cover?*

RICK WOLF: Yes. I recently took some friends out to a nice restaurant. In a short period of time I saw a lot of people I had not seen for two and a half years now because of COVID. I'm 65 years old and people are assuming that I am retired. And I am like, "Oh my gosh! I'm hoping I have another twenty to twenty-five years into this." They look at you really weird. But, I got to the party late. I had a partner for many, many years, and I was finally able to finish the stock buyout a little under six years ago, even though I had been here that long. I got to the dance late, so I've got a lot to prove. The vehicle of FOUND and the reason we are here having this interview is because I keep finding new ways that we can be important and relevant. We are not just recycling textiles for wiping cloths. All of sudden we got into vintage. Then, we got into working with the college students. Then, I'm going to keep putting



my foot in the door until someone says get your foot out of the door. Because someone's going to let me in.



The future is what you make of it. I just think there is so much out there. Change is happening so fast. I think that adapting to technology is going to be tough for me personally, because it's so fast. I like to be more visionary. I'm a big picture thinker. But, if I have people to surround myself with, a great team of people, we have good ideas, we have a good marketplace, and we have capital to fund, then I think that we can make a difference. Whether it's through **St. Louis Fashion Fund, FGI, or FOUND, or Mednik Riverbend, or SMART**, that we can make a difference. As long as people start looking at climate change, sustainability, and secondhand not as something bad, then we have a chance.

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Take every opportunity we can to stand on the soapbox, and to preach that there is another use. **Give us one more shot. Give us one more use. Then, I think we’re going to win!**