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Media Summary Assignment

"Why Don't You See More Natural Hair in #BlackGirlLuxury TikTok?"
by Jihan Forbes

<https://www.allure.com/story/black-women-in-luxury-natural-hair>

The article from Allure.com "Why Don't You See More Natural Hair in #BlackGirlLuxury TikTok?" by Jihan Forbes, discusses the lack of natural hair representation in the #BlackWomeninLuxury movement (or aesthetic) on the video-based social media platform TikTok. The article describes this movement as black women living very luxurious and lavish lifestyles and having a "rich" looking appearance. Key details that capture this lifestyle include designer bags, exotic destination trips, fancy restaurants, champagne, freshly polished nails, monochromatic neutral-colored clothing, glowing and moisturized skin, and beautifully styled hair that has been blown out with curls or straightened from root to end.

While this movement has become popular and is making an increasingly permanent place in society, some people, similar to Forbes, have started to take notice that the majority of the women featured in this movement wear "long silky straight" bundles of hair and very few have their natural hair on display (with an occasional appearance of box braids for vacationing convenience).

A TikToker named Tyler Simone is mentioned in the article for her viral video that shows her sporting her curls and a voiceover asks viewers "Where are all the naturals on Black women luxury TikTok?". Many viewers voiced their opinions on wanting to see more Black women in luxury with natural hair, while on TikToker made a point that being able to afford the long silky bundles are seen as a status symbol so it is only natural that the hairstyle would dominate the aesthetic. This point is further backed up by Johanna Lukate (research fellow at the Max-Planck Institute for the Study of Religious and Ethnic Diversity), who talks about the history between hair and status for Black women throughout the years, the message it sends, and why this is being seen in the #BlackGirlLuxury/#BlackWomeninLuxury movement more than natural hair is.