

## Black Woman-Owned Company Creates The First Pajamas Line Featuring Children of Color



**Atlanta, GA** — Building self-esteem through positive representation is an important part of raising healthy children. Simone Edmonson established **Dreams and Jammies LLC**, an Atlanta-based company, to play a key role in transforming how children of color see themselves uniquely portrayed in their sleepwear as they drift off into their heavenly dreams.

Company founder Simone Edmonson states, “I wanted children of color to know that they’re valued and their faces matter. On average, children are in their PJ’s nine-plus hours per day. So, I thought it would be inspirational for them to show their individuality by selecting designs, which aligns with the child’s inner spirit. Parents could use Dreams and Jammies as a platform to launch their child’s daily affirmation of self-worth.”

The greatest impact the launch has made in the Black community was beautifully stated by buyer Denise Johnson of Baltimore Maryland, “When I saw those beautiful black girls wearing Dreams and Jammies on my Instagram feed, I burst into tears. I initially did not know why I had this visceral reaction. Then it dawned on me that in the fifty-five years of my life, I have never seen anything like this so I purchased a pair for my grandchildren and great-nieces.”

Dreams and Jammies pajamas are 100% cotton, designed to be comfortable, and tagless. The initial product line, which is called the Comfy Collection with four distinct styles of pajamas, has received exciting responses from parents and children. “We’re constantly creating new designs and plan to launch our boys’ line of pajamas in 2021,” Simone explains. Also, the company plans to grow its brand to include kids’ underwear, slippers, as well as adjustable satin hair bonnets. Interested consumers can sign up for advance notices on the availability of the latest products.

All **DreamsandJammies.com** products are available for direct shipping worldwide with prices starting at \$14.99. Tuck in your little princesses at night with these awesome jammies!

To learn more about the line of products visit our website or connect with them on **Facebook** and **Instagram**.

## How Entrepreneurs in the Black Community are Bridging the Gap with Fewer Economic Resources



**Nationwide** — As more people in America move away from working for corporations and launching their own businesses, black Americans face some pretty unique challenges. Even as it can be more challenging to be an entrepreneur if you are black, every day, story upon story comes out detailing another example of how someone beat the odds. The path may not be a straight line, and there may be many potholes, but entrepreneurs in the black community are bridging that gap successfully.

### Looking for Deals Everywhere

A budding entrepreneur or business owner needs some very basic yet necessary equipment to be able to get started. A desk, computer, cellphone, and access to the web are required for almost every company. Unfortunately, members of the African-American community are less likely to qualify for business loans, or have access to start-up funds. At **GoodShop.com**, discounts on computer desks and chairs, headsets and external hard drives, and more can be found and applied to your online orders. Getting a deal on internet, phone service, and even commercial rent are also methods that black Americans use to get their ideas and businesses off the ground.

### By Building Partnerships Within Their Communities

All business owners are urged to first tap into their local communities for support, resources, and most importantly, customers. **Black Americans** have just about mastered the art of creating community networks and ties that serve businesses of all sizes. What is even more impressive is that these communities don’t even have to be local to you. If you have a business selling t-shirts, you can go to a bazaar or flea market, create a website to sell them online, or even out of the trunk of your car to start. If you have a local community to network within, then you will find customers.

### Via Social Media

Social media can be harnessed even when you have no budget for marketing, no background in promotions, and even no access to a computer. Of course, your mileage may vary, but being able to communicate and promote businesses and ideas through social media has really opened a lot of doors for black entrepreneurs. Social media is another form of **community** networking that is yielding huge results. Learning about how engagement, ads, and even hashtags work is something that black entrepreneurs are doing quite well. As social media gets bigger, and more people come to use their mobile devices as their primary means of communication, black entrepreneurs will find a way to use that information as well.

Being involved in major businesses, partnerships, and collaborations requires much more than luck. Access to resources, knowledge, and having support is the driving force behind suc-