

CIRCLE OF BOSS SISTERS C.O.B.S.

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Queens COURT

**SHENEQUA
OLIVIA WRIGHT**

CEO/FOUNDER
OF EARTH AND
BEAUTY SPA

Kings COURT

**BISHOP
COURTNEY
BRADLEY**

CEO/FOUNDER OF
THE CATHEDRAL OF
REMNANT WORSHIP
CENTER INTERNATIONAL
AND CMB ENTERPRISES

Women WERK

CHARNE ROLLINS

CEO/FOUNDER OF
BED OF ROSES
NATURALS

Women INNOVATORS

ARETHA TAYLOR

CEO/FOUNDER OF
NEW BEGINNINGS
OUTREACH PROGRAM
FOR WOMEN. INC.

Beauty SPOTLIGHT

SHEIKA DAVEY

MAKE-UP
ARTIST TO THE
STARS/FOUNDER OF
ELORA LANE

Author's CORNER

**KEESHA L.
PITTMAN**

BAD
SECRETS
CHILDREN
BOOKS

Michelle Lyles

PRESIDENT/CEO OF
DESIGN AND CONSTRUCTION LYLES HOME DESIGN, LLC

STAFF



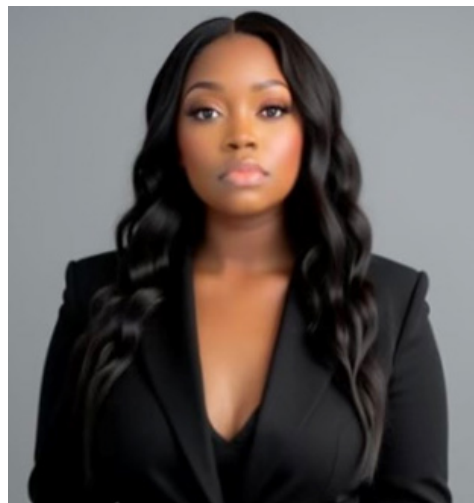
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Editor's Note



SHE BROKE THE RULES AND THEN BUILT AN EMPIRE

(Never let your nightmare dictate how you dream)

WRITTEN BY: DR. TREVI BOOKER PERSHAY

In rooms where I was once questioned... where my presence made people shift in their seats... I didn't fold. I didn't wait for validation. I stood tall, unapologetic, unshaken, and fully aware that I was never meant to play by rules that weren't written for me. For far too long, Black women have been told to stay in line, to follow a blueprint made by people who never saw our worth. Be grateful. Be quiet. Be "happy to be here." Nah. We're done with that. We're not just pulling up chairs—we're building the whole table and choosing who sits at it.

Today's Black female CEOs? They're not just making moves—they're shifting culture. They're rewriting the playbook with purpose, power, and vision. These women are proof that playing it safe won't get you to the top. They're leading with grit, grace, and audacity. And that kind of leadership? It doesn't come from asking for permission. It comes from knowing you were called.

Let's talk about Olamide Olowe—the youngest Black woman to raise over \$10 million in venture capital. She didn't fit in; she came to shift the conversation. Through her brand, Topicals, she didn't just sell skincare—she brought honesty and representation into an industry that's spent decades ignoring us.

Or Pinky Cole—creator of Slutty Vegan. Bold. Loud. Unapologetic. She took her culture, her voice, and her hustle and turned it into a movement. She didn't follow the rules—she made her own. And her vision? It fed communities, inspired change, and built wealth... all while staying authentic to who she is. These women are building empires not with what they were handed but with what they had to fight for. They've redefined what leadership looks like. And sis, it's beautiful. Whether you rock heels or hoodies or lead from a corner office or your kitchen table, your vision is valid. Your voice matters. And your journey? It's necessary.

I know this journey personally. When God gave me the vision for C.O.B.S. Magazine, people laughed. They asked, "Are you trying to be like Oprah or Essence Magazine?" Some said, "No one's going to read it." And when my own team fell off—when the support vanished, and the pressure increased—I stayed vigilant. I kept showing up, even when no one else did.

Even now, while I still work a 9-to-5, I never gave up on what I was called to build. I knew that the dream wasn't tied to convenience—it was tied to purpose. Because I wasn't trying to imitate anyone, I was called to elevate something greater. I'm determined to create a publication that doesn't just entertain or inform—it hails the Queens. It honors the strength, beauty, and brilliance of Black women who rise daily despite the odds.

Their journeys are not without obstacles, but what sets us apart is the ability to turn every "no" into fuel. We are not waiting for someone to open the door. We are going to kick it open—and hold it for others.

And through it all, one truth remained: **Never let your nightmare dictate how you dream.** The traumas, trials, and turbulent moments weren't the end of their stories—they were the fire that lit the path forward. Each challenge sharpened their focus. Each failure reminded them of what was possible. Each nightmare only deepened the beauty of the dream.

To the next generation of Black women dreaming beyond limitations: your power lies in your difference. Your voice is valid, your vision is necessary, and your leadership is revolutionary. Don't let outdated systems silence your brilliance. Don't shrink to fit a space that was never built for you.

Break the rules. Build your empire. And when they say you can't build it anyway.

Blessings,
Dr. Trevi Booker-Pershay



Featured Story

LEADING WITH VISION

MICHELLE LYLES ON ARCHITECTURE, EMPOWERMENT, AND INNOVATION

WRITTEN BY: C.O.B.S EDITORIAL TEAM



Building something lasting in the design and construction world takes more than blueprints and bricks. It takes vision, grit, and an unwavering commitment to excellence. Michelle Lyles, President and CEO of Lyles Home Design, embodies all three. With nearly two decades of experience and a relentless passion for creative transformation, she is redefining spaces and the boundaries of what's possible for women and minorities in architecture and construction.

A Blueprint for Impact

Michelle's journey into the industry was forged through years of hands-on experience and an unshakable belief in her purpose. With 19 years of experience in design and construction and 12 years specializing in residential projects, Michelle has earned her place as a go-to expert in transforming homes into stunning, functional works of art. Her unique ability to blend architectural precision with a designer's flair allows her to turn even the most challenging concepts into inspired realities.

What sets Michelle apart is more than just her technical skill—her deep commitment to her clients and community. She founded her design-build architectural firm in the heart of Dallas with a vision beyond aesthetics. Her mission? To create living spaces that reflect the heart and soul of those who occupy them while delivering craftsmanship of the highest standard.

Building with Purpose

Michelle's firm focuses on new construction and renovations, making it a versatile powerhouse in the industry. Each project is approached with an uncompromising focus on quality, functionality, and client satisfaction. But Michelle's work doesn't stop at residential spaces—she's also strategically expanding into government contracting. This avenue aligns with her MBE (Minority Business Enterprise) and WMBE (Women Minority Business Enterprise) certifications.

By entering government spaces, Michelle opens doors for herself and breaks barriers for others. Her commitment to inclusive growth and equitable opportunity speaks to her broader mission: empowering others through her success.

More Than a Designer

Michelle Lyles is not just a builder of homes—she's a builder of experiences. Her talents transcend architecture. As an avid traveler and budding travel agent, she channels her adventures into a deeper narrative of connection and healing. Her travel blog showcases the beautiful places she's visited and her personal reflections on spirituality, self-discovery, and growth.

"For me, travel isn't just about the destinations—it's about the stories we gather along the way, the people we meet, and how it all shapes who we become," Michelle explains. Her love for exploration infuses her professional life with inspiration, allowing her to bring a global perspective and emotional intelligence to every design decision.

This emotional depth, combined with a strong business acumen, makes Michelle a rare force. She understands that in a fast-paced world, the most impactful leaders lead with empathy, clarity, and purpose.

Leading with Excellence

Michelle stands out as a collaborative, empowering leader in every boardroom, job site, and team meeting. Her ability to unite diverse teams around a shared vision and foster creative problem-solving is the cornerstone of her leadership style. She thrives in high-pressure environments, not because they test her but because they reveal her strength.

"Michelle Lyles is not just a designer; she's a visionary who transforms spaces and connects people through travel and collaboration," one client shared. "Her innovative spirit and commitment to excellence redefine what's possible in design and life."

This philosophy echoes throughout her work. Whether managing a full-scale renovation or consulting on a government contract, Michelle approaches each project with the same intentionality: listen deeply, design boldly, and deliver with excellence.

Services Rooted in Care and Innovation

Michelle's firm offers a comprehensive suite of services, including:

- Residential Design Services
- Design-Build Project Management
- Home Renovations and Remodeling
- Consultation for Government Contracting
- Travel Planning Services



This unique mix reflects her multi-dimensional expertise and belief that professional services should evolve with the whole person in mind. By adding travel planning to her firm's offerings, Michelle has created a business model that truly honors functionality and freedom.

A Future Constructed with Vision

As she looks to the future, Michelle Lyles remains focused on growth in her business portfolio and how she uplifts and inspires others. She is actively exploring new markets, scaling her government contracting services, and using her platform to mentor young professionals, particularly women of color entering male-dominated industries.

Her firm isn't just about design—it's about legacy. She's building a foundation for the next generation of architects, entrepreneurs, and creatives who dare to dream beyond traditional limits.

Through it all, Michelle stays grounded in her core values: creativity, connection, and courage. These principles have guided her from early beginnings to becoming one of the most respected voices in the design-build space today.

Michelle Lyles is more than a CEO—she is a connector of people, a designer of spaces, and a visionary of possibilities. In every project she touches, you'll find a finished product and a story of transformation, care, and excellence that lasts far beyond the final reveal.



Kings Court



BISHOP COURTNEY BRADLEY

**EMPOWERING THE NEXT GENERATION THROUGH FAITH,
MUSIC, AND ENTERPRISE**

WRITTEN BY: C.O.B.S EDITORIAL TEAM

In the heart of Brooklyn and beyond, Bishop Courtney Bradley redefines what it means to lead with purpose, power, and passion. As the founder and Bishop of The Cathedral of Remnant Worship Center International and the visionary behind CMB Enterprises, Bradley doesn't just preach the gospel—he lives it through tangible acts of love, leadership, and legacy. Bishop Bradley has transformed ministry into a movement from the pulpit to the sound booth and from the streets of Brooklyn to the global stage of Times Square. His annual Summer Outreach, boldly held in the mega heart of Times Square, New York City, draws crowds for praise and worship and its unapologetic focus on healing, hope, and empowerment. Through electrifying worship experiences, hands-on community events, or entrepreneurial mentorship, Bishop Bradley raises a new standard for faith leaders grounded in action, creativity, and generational impact.

A Ministry Rooted in Community

The journey of The Cathedral Remnant Worship Center International began in a Brooklyn living room, where Bishop Bradley hosted intimate Bible study gatherings. These sessions laid the foundation for a ministry to bridge the gap between the church and the community. On March 23, 2013, Bradley was ordained as the overseer of Remnant Worship Center International by the late Bishop Nathaniel Joseph Williams. The church officially launched its cathedral on April 1, 2014, establishing a sanctuary where love is the central tenet, and individuals are guided to realign with their divine purpose.

Transforming the Community, One Life at a Time

Bishop Bradley's ministry extends far beyond Sunday morning sermons. He's a visible and vital force in the community, organizing impactful back-to-school drives to ensure underserved children are equipped and confident to start the academic year. His annual holiday toy drives bring joy to families who might otherwise go without, turning local needs into opportunities for generosity and togetherness. These acts of service have not gone unnoticed. Bishop Bradley has received countless proclamations and citations from city and state officials, recognizing his commitment to uplifting the lives of New Yorkers through consistent service, faith-driven leadership, and cultural influence.

Times Square Outreach: Ministry on a Global Stage

One of Bishop Bradley's most powerful initiatives is his annual Summer Outreach held in Times Square—one of the world's most iconic and heavily trafficked locations. This bold, public demonstration of worship and unity brings faith to the forefront of global consciousness. By turning Times Square into a stage for prayer, praise, and healing, Bishop Bradley evangelizes and energizes, creating space for restoration and revival in the heart of a city that never sleeps.

Harmonizing with Music Legends

Beyond his pastoral duties, Bishop Bradley has made significant contributions to the music industry. Notably, he provided background vocals on track 14 of Mariah Carey's acclaimed album, *The Emancipation of Mimi*. This collaboration highlights his vocal talents and his ability to blend seamlessly with renowned artists, adding depth and harmony to their work.

Entrepreneurship Through CMB Enterprises

Demonstrating a keen entrepreneurial spirit, Bishop Bradley founded CMB Enterprises, a multifaceted company that manages his literary works, musical projects, and apparel line. Through this venture, he extends his message of faith and inspiration beyond the pulpit, offering products that resonate with a broader audience and reflect his commitment to excellence and authenticity.

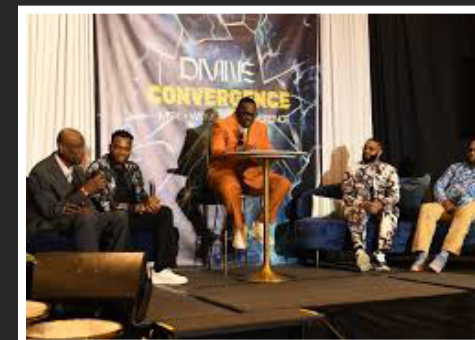
A Legacy of Inspiration

Bishop Courtney Bradley's life and work exemplify the power of integrating faith, artistry, and business acumen. His endeavors continue to inspire individuals to pursue their passions while staying grounded in their spiritual beliefs, impacting his local community in Brooklyn and audiences worldwide.

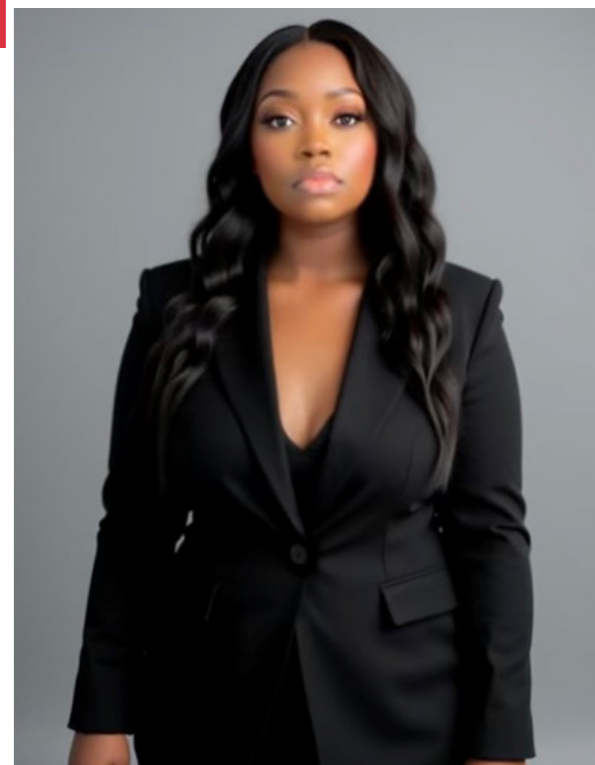


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Queens Court



THE POWER OF PEACE

SHENEQUA OLIVIA WRIGHT'S VISION FOR ULTIMATE RELAXATION

WRITTEN BY: C.O.B.S EDITORIAL TEAM

Shenequa Olivia Wright didn't grow up seeing spa days or massages as part of her family's routine. Like many others in their generation and community, her parents valued vacations, Sunday dinners, and working hard for their children, but self-care wasn't part of the conversation.

"Growing up, my parents never really focused on self-care," Shenequa recalls. "It just wasn't something we did or even talked about."

And so, like many others, Shenequa grew up thinking wellness treatments were only for special occasions or those with disposable income. Spa visits were "vacation luxuries," not necessities. But a seed was planted as she matured and surrounded herself with mentors and friends who truly understood the connection between mental, emotional, and physical well-being.

That seed grew into Earth and Beauty Spa—a sanctuary rooted in healing, intentional care, and accessibility. More than a spa, it is the realization of Shenequa's mission: to create a space that normalizes self-care in communities where it's often overlooked or undervalued.



"I wanted to build a space where people like me—people who grew up putting others first—could finally prioritize themselves," she says.

A defining moment came when her mother visited the spa for the first time. Despite having never received a massage before, she allowed herself to relax in the hands of her daughter's trained staff.

"To watch my mother smile—truly relax—for the first time in a long time... it was emotional," Shenequa shares. "That experience sealed my purpose. This wasn't just about building a business. It was about building a legacy of healing."

Earth and Beauty Spa quickly became more than a destination—a movement. With a welcoming team and holistic treatments, Shenequa's spa is attracting clients of all backgrounds, many of whom are experiencing wellness services for the first time. And beyond the spa walls, she is working to shift the cultural narrative around self-care—hosting workshops, speaking at community events, and advocating for wellness in everyday life.

For Shenequa, self-care isn't about vanity or luxury. It's about preservation. It's about giving your mind, body, and spirit the attention they deserve—without guilt, without apology.

"My goal is to remind people, especially women, especially Black and Brown communities, that healing is not a privilege; it's a right," she says.

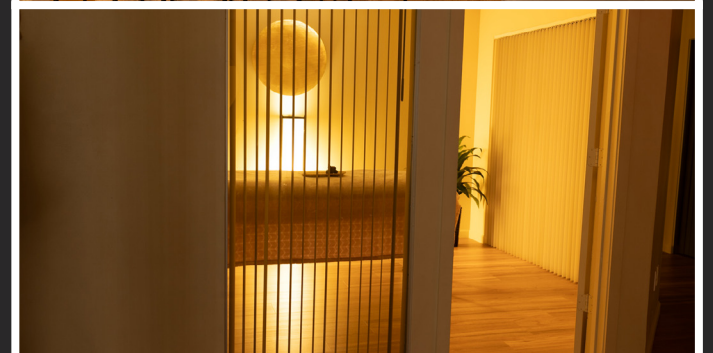
Through Earth and Beauty Spa, Shenequa Olivia Wright has turned her awakening into a gift for others. She is making space for relaxation and rewriting what it means to care for oneself in a world that often demands you give everything away.

This is more than her business. It's her ministry. Her movement. Her legacy.



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Author's Corner

BREAKING THE SILENCE

KEESHA L. PITTMAN TURNS HER PAIN INTO PURPOSE WITH "BAD SECRETS"

WRITTEN BY: C.O.B.S EDITORIAL TEAM

For over 30 years, Keesha L. Pittman has served as a trusted Executive Administrative Assistant in the bustling banking world in New York City. But beyond her decades-long career in corporate America, Keesha has stepped into a new, deeply personal role as the author of "Bad Secrets," a groundbreaking children's books promoting honest conversations about molestation and bullying.

What makes Keesha's journey remarkable is her resilience and unshakable commitment to breaking the generational silence surrounding topics many still find difficult to confront.



From Quiet Strength to Empowered Voice

Keesha's story began in a household in Long Island City, New York, where her single mother raised her after the untimely passing of her biological father before her second birthday. Her mother would later marry a man Keesha fondly remembers as "remarkable." They built a foundation rooted in love and perseverance for her younger sister.

While pursuing her career, Keesha began her college education in Computer Applications Management and earned her Bachelor's degree in Business Administration while working full-time. Her drive and determination reflect not just her professional grit but the deeper personal strength she cultivated over the years, especially as a survivor of childhood molestation and bullying.

A Book Born from Courage

"Bad Secrets" are not just children's books—it's a call to action. Inspired by her painful experiences, Keesha felt compelled to write books to help children understand the importance of speaking up and recognizing when something is wrong. She explains that molestation and bullying are among the most challenging topics to discuss with children, but avoiding them is no longer an option.

Her goal is to eliminate the shame, confusion, and silence that often surround these traumatic experiences. Through storytelling and engaging illustrations, "Bad Secrets" empowers children to trust their instincts, speak their truth, and, most importantly, know that what happened to them was not their fault. Her current Bad Secrets children's books are available on Amazon and Barnes and Noble, and her Bad Secrets website is www.badsecretschilrensbooks.com.

Sharing Her Purpose with the World

Keesha isn't stopping with the books alone. She actively

seeks opportunities for in-person readings at elementary schools, children's libraries, and foster care centers, recognizing that these spaces can serve as safe havens for children who need to hear her message the most.

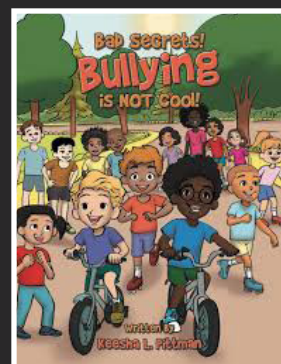
She said, "I finally realized I wasn't placed here just for myself. It is the blessings of love and giving that matter most in this world." Her mission is clear: to protect children's mental health, nourish their spirit, and replace fear with confidence and courage.

Living with Intention

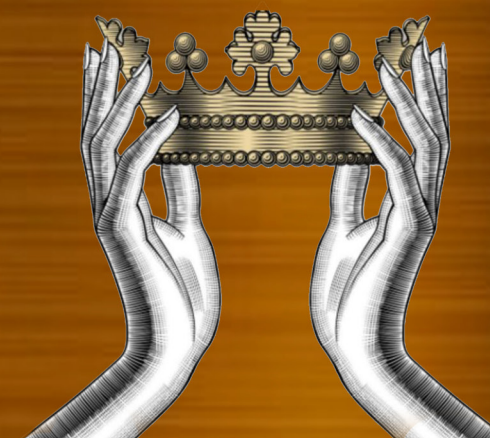
Now a proud wife and mother, Keesha has learned to cherish silence, live in the moment, and reflect deeply on her purpose. It is in these quiet spaces that her best work is born—work that she knows can change lives.

By bravely sharing her story and turning her personal pain into purposeful action, Keesha L. Pittman is not just writing books—she's rewriting the narrative for survivors and giving children the language, tools, and courage to speak their truth.

In a world that still struggles to talk about the "bad secrets," Keesha ensures they're no longer hidden. And in doing so, she's becoming the voice that so many children didn't know they needed.



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Women Werk



PAIN BECAME HER PURPOSE

HOW ARETHA TAYLOR IS CHANGING THE WORLD, ONE WOMAN AT A TIME

WRITTEN BY: C.O.B.S EDITORIAL TEAM

Aretha Taylor is not just a survivor—she's a visionary force of transformation. As the Founder, CEO, and President of New Beginnings Outreach Program for Women, Inc., Aretha has turned the trials of her own life into a global mission to uplift and empower women and young girls facing adversity. Her story is raw, honest, and deeply rooted in faith, perseverance, and purpose.

Aretha's early years were marked by severe trauma. Growing up in an abusive household, she endured sexual, physical, verbal, and emotional abuse. By age sixteen, she was a teenage mother, alone, unsupported, and pushed out of her home. She dropped out of high school in the tenth grade and spent the next four years homeless, with her child in tow, navigating unsafe shelters, sleeping on couches and floors, and battling a system that continually failed her. Family, friends, and society labeled her a statistic—someone who wouldn't make it. But no one saw then that the pain trying to silence her would one day become the voice that empowers thousands.

Aretha's turning point came not in a moment of ease but in a return to the same environment that once rejected her. Moving back home out of necessity, she began to rebuild. What she thought was a setback was the divine setup for her "New Beginning." Through her trials, she discovered that her story, filled with pain, rejection, and resilience, had power. And that power was not hers to keep. It was meant to help others heal.

In 2013, she founded New Beginnings Outreach Program for Women, Inc., a 501(c)(3) nonprofit based in Brooklyn, New York. The organization provides a lifeline for women and young girls affected by domestic violence, homelessness, teen pregnancy, mental health challenges, incarceration, sexual violence, and substance abuse. Through transitional housing assistance, counseling, mentoring, and empowerment programs, Aretha's organization helps women move from surviving to thriving.

But her impact didn't stop there. Aretha is also the founder of New Beginnings Life Empowerment, LLC, a transitional life skills company committed to helping individuals develop personal, emotional, and mental resilience. Drawing from her own lived experience, Aretha connects deeply with people experiencing trauma. Her approach is not just professional—it's personal. She partners with each individual to create mutual plans of healing, guiding them toward clarity, emotional stability, and the courage to make healthier decisions.

Aretha's leadership and service extend beyond U.S. borders. She is the Founder and Pastor of Kingdom Faith International Outreach Ministries and Missions, registered in the United States and Jamaica. Splitting her time between the two countries, she leads outreach missions, community conferences, and faith-based initiatives that uplift families and youth while mentoring those re-entering society after incarceration.

Her voice echoes across platforms. She hosts the popular radio and podcast show "My Testimonies" on GGFM 90.1 (Good Gospel Radio) and streams on Ministries from the Heart, available on Roku and Amazon Fire TV. These platforms give her the space to share stories of transformation, provide spiritual encouragement, and continue her mission of global empowerment.

Aretha Taylor has received numerous accolades and awards, but her most significant reward is seeing lives changed. She has mentored countless women, spoken on global stages, and worked with organizations to change the narrative for marginalized and forgotten populations. She is a Transitional Life Skills Strategist, Orator, Podcast Host, Radio Host, Facilitator, Pastor, Philanthropist, Author, and Mentor. Her legacy is built not just on what she has survived but on how she's used every broken piece of her past to build bridges for others.

"I have turned pain into action," she says with conviction. "The very thing that tried to take my voice gave me my voice. Life has empowered me to empower others."

Aretha Taylor is living proof that no matter how dark your beginning is, it can still lead to a powerful new chapter. Through her work, voice, and faith, she continues to be a beacon of hope for women everywhere searching for their own New Beginning.



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Women Innovators



BEAUTY, BOLDNESS, AND BUTTER

HOW CHARNE ROLLINS IS REDEFINING SELF-CARE

WRITTEN BY: C.O.B.S EDITORIAL TEAM

Charne Rollins challenges the narrative by intertwining wellness with intentional living in a world that often equates self-care with luxury. Charne has been a Registered Nurse for 7 years and 4 years in critical care. She witnessed firsthand the physical and emotional toll that stress and neglect can have on individuals. This profound understanding led her to establish Bed of Roses Naturals, a brand that seamlessly blends clinical knowledge with holistic wellness.

From Clinical Care to Holistic Healing

Charne's journey from the hospital corridors of New York to the aromatic studios of Bed of Roses Naturals is a testament to her commitment to healing. Recognizing conventional healthcare's limitations in addressing individuals' holistic needs, she envisioned a brand that promotes self-love, relaxation, and intentional living.

"Self-care is more than just a trend; it's necessary," Charne emphasizes. "I wanted to create products that nourish the body and uplift the spirit."

The Essence of Bed of Roses Naturals

Established in 2017 (8 years ago), Bed of Roses Naturals offers a luxurious range of handcrafted candles,

aroma sprays, and body treatments. Each product is meticulously crafted using natural oils, butters, fragrances, and essential oils, ensuring a sensory experience that promotes relaxation and well-being. Bed of Roses Naturals

What sets the brand apart is its commitment to purity and sustainability. Recognizing the needs of individuals with allergies and sensitivities, Charne ensured all products were free from carcinogens and harmful chemicals.

Moreover, the brand takes pride in its eco-conscious practices. Packaging materials are 100% recycled, non-toxic, and biodegradable, reflecting Charne's dedication to reducing environmental impact.

A Symphony of Scents and Sensations

The product line at Bed of Roses Naturals is a harmonious blend of nature and nurture. From the Woodland Body Butter, infused with earthy tones, to the Moonlight Body Butter, offering a serene nighttime aroma, each product is designed to cater to diverse preferences.

For those seeking a refreshing touch, the Breezy Coconut Body Butter provides a tropical escape, while the Alpha Male Body Butter caters to the modern man, combining strength with subtlety.

The brand also offers a range of candles and wax products, each crafted to create a spa-like ambiance at home. These products illuminate spaces and infuse them with calming fragrances, turning everyday routines into self-love rituals.

Empowering Through Inclusivity

Understanding that self-care transcends gender, Charne introduced a dedicated men's collection. This line challenges traditional notions of masculinity, encouraging men to embrace wellness and self-love.

"Wellness is universal," Charne asserts. "Everyone deserves to feel good, to take a moment for themselves, and to indulge in products that uplift and heal."

Beyond Products: A Movement

Bed of Roses Naturals is more than a brand; it's a movement advocating for intentional living and holistic wellness. Charne's vision extends beyond selling products; she aims to educate and inspire individuals to prioritize their well-being.

Through workshops, community engagements, and collaborations, Charne fosters a community where self-care is accessible, inclusive, and celebrated.

Conclusion

Charne Rollins embodies the essence of beauty, boldness, and butter. Through Bed of Roses Naturals, she offers more than just products; she provides a pathway to healing, self-love, and intentional living. In a world that often overlooks the importance of self-care, Charne stands as a beacon, reminding us to pause, breathe, and indulge in the simple joys of life.



For more information and to explore the range of products, Visit Bed of Roses Naturals.



Career Corner



I'M OVERWORKED AND UNDERPAID BURNOUT ON A BUDGET.

WRITTEN BY: ARIELLE PERSHAY

Have you heard this saying before, “I am overworked and underpaid”? In an economy where corporate profits continue to soar, a troubling reality persists for millions of workers: wages that barely cover basic living expenses. In many industries, the modern workplace has become a breeding ground for burnout, fueled by unrealistic expectations and minimal compensation. It’s a cycle that’s not only unsustainable but also unfair.

The Harsh Reality of Being Overworked and Underpaid

Many companies tout “team culture,” “passion projects,” or “startup hustle” to justify pushing employees past reasonable limits. In practice, these buzzwords often translate to:

- Working 10–12-hour days regularly
- Being expected to respond to messages after hours or on weekends
- Taking on multiple roles without additional compensation
- Facing pressure to meet unreasonable deadlines
- Skipping breaks or vacations out of fear of falling behind

All this while, wages often remain stagnant despite inflation and rising living costs. For low-to-mid-wage workers, this can mean juggling multiple jobs, sacrificing personal time, or living paycheck to paycheck to survive.



Why It Happens

1. Profit Over People

Some corporations prioritize shareholder returns and executive bonuses over fair labor practices. Cost-cutting measures often start with labor, even when companies have the funds to pay more.

2. Lack of Labor Protections

Labor laws haven’t kept pace with modern work environments in many regions. Loopholes in classification (such as labeling full-time workers as “contractors”) and weak enforcement allow employers to exploit their workforce with minimal consequence.

3. Normalized Hustle Culture

The glorification of overwork, especially in industries like tech, healthcare, education, and hospitality, has made burnout seem like a badge of honor. The idea that “hard work” means sacrificing well-being has been deeply ingrained.

4. Fear of Replacement

In a competitive job market, employees may feel pressured to accept poor conditions because they fear being easily replaced. This fear can silence advocacy and prevent workers from demanding better treatment.

The Consequences

- **High Turnover:** Overworked, underpaid employees often leave when better opportunities arise, increasing company hiring and training costs.
- **Burnout and Mental Health Issues:** Chronic stress can lead to anxiety, depression, and physical health issues.
- **Decreased Productivity:** Despite working longer hours, burned-out employees tend to be less productive and more prone to mistakes.
- **Stalled Innovation:** When workers are exhausted, creativity and engagement plummet, hurting the company in the long run.

What Needs to Change

- **Fair Wages:** Employees deserve pay that reflects their workload and the cost of living. Period.
- **Reasonable Expectations:** Companies should hire adequate staff to meet demands instead of burdening fewer workers with more responsibility.
- **Work-Life Balance:** Boundaries matter. Encouraging time off, flexible hours, and respecting after-hours privacy should be standard.
- **Transparency and Advocacy:** Workers must feel empowered to speak up without fear of retaliation. Unions, worker coalitions, and open forums can help.



Final Thoughts

Overworking employees while underpaying them is not just a moral failing—it’s a broken business model. Companies that invest in their people see higher productivity, better morale, and greater long-term success. As workers demand more, businesses must adapt or risk falling behind.

The time for change is now because no one should have to choose between their health and a paycheck.

Fitness Corner

I'M READY FOR AN UPGRADE!
TRANSFORM YOUR LIFE IN JUST 30 DAYS.

WRITTEN BY: ARIELLE PERSHAY

Are you ready for the challenge? Ready. Set, Upgrade!

This article will discuss the benefits of a 30-day workout, exercise, and nutrition. If you stay consistent with the 30-day workout, you will begin to see the results.



What is a 30-Day Challenge?

A 30-day challenge is a short-term commitment to focus on two key areas: consistent exercise and nutritious eating. It doesn't require perfection, but it does demand dedication. Whether you're a beginner or getting back on track, the goal is to make small, manageable daily changes that add to significant results.

Sample 30-Day Plan

- **Exercise:** Aim for at least 30 minutes of movement daily. Alternate between cardio, strength training, flexibility (like yoga or stretching), and active rest days like walking or light biking.
- **Nutrition:** Focus on whole, unprocessed foods. Cut back on sugar and refined carbs, drink plenty of water, and prioritize lean proteins, vegetables, fruits, and whole grains.

Tip: Planning your meals and workouts ahead of time will help you stay accountable and eliminate the guesswork.

Benefits of a 30-Day Workout and Clean Eating Plan

- 1. Increased Energy Levels:** Regular physical activity boosts endorphins, improves circulation, and helps you feel more alert throughout the day.
- 2. Better Sleep:** Exercise and a balanced diet can regulate your sleep cycle, helping you fall asleep faster and enjoy deeper rest.
- 3. Visible Physical Results:** While 30 days won't transform your body overnight, you'll likely see and feel changes—more muscle tone, a slimmer waist, or improved posture.
- 4. Mental Clarity and Improved Mood:** Exercise reduces stress and anxiety, while a clean diet supports brain health. Together, they create a powerful combo for better mental well-being.
- 5. Stronger Discipline and Habits:** Doing something consistently for 30 days helps build discipline and momentum. These habits often carry over well beyond the challenge.
- 6. Boosted Confidence:** As you begin to see and feel the changes, your confidence grows—not just in your body but in your ability to set goals and follow through.



Final Thoughts

You don't need a new year or a special occasion to make a change; it takes 30 days of commitment. By focusing on exercise and clean eating for one month, you're giving your body and mind the rest they deserve. The beauty of a 30-day challenge is that it creates momentum, and momentum creates results.

So, take the first step. Your future self will thank you.

Tribute to Fathers

THE LEGACY OF FATHERS
HONORING THE STRENGTH BEHIND
THE SILENCE

WRITTEN BY DR. TREVI BOOKER-PERSHAY

Father's Day is more than just a date on the calendar—it's a heartfelt reminder of the power, presence, and purpose of the men we call fathers. Today, we honor you, see you, and celebrate the love and legacy you create daily.

Being a father is no small task. It's a role that doesn't come with a manual but is filled with priceless lessons, deep responsibility, and a love that often goes beyond words. A father's love might not always be expressed in long speeches but in small, everyday actions—the rides to school, the hard work behind the scenes, the discipline given out of love, and the encouragement offered with just a look or a quiet nod. Fathers are the anchors in life's storms, standing firm when the winds of uncertainty blow. They are providers, protectors, teachers, and friends. They lead with integrity, love with intention, and often sacrifice in silence, hoping only to see their children rise higher than they ever could.



To the dads waking up early to provide for their families, to the fathers guiding their sons to become better men, to the men raising daughters who know their worth—thank you. Your presence, leadership, and strength help build the foundation for future generations.

To the stepfathers, grandfathers, uncles, mentors, and all the father figures who fill the gap with love and dedication—your impact is immeasurable. You prove that fatherhood isn't limited by biology but is defined by heart, consistency, and care.

And to the single fathers who carry the full weight of parenting alone, your strength deserves a special salute. You've shown resilience in the face of difficulty and choose love above all else.

Today, I also want to speak from a personal place. I did not have the opportunity to know my own father. That absence, while painful, has allowed me to witness the beauty of fatherhood in others. I have learned to appreciate the men who show up, not only for their own children but for those who need a father's love in different ways. I celebrate the fathers who are present, involved, and intentional. I celebrate you.

You are not forgotten.

It's easy for society to overlook the contributions of fathers, especially those who lead quietly, without seeking recognition. But know this: you are making a difference every moment you show up every word of guidance, and every time you choose integrity over convenience. You are shaping lives, building futures, and planting seeds of greatness that will bear fruit long after today.

So, on this Father's Day, may you feel seen. May you feel valued. May you be reminded that what you do matters.

We honor you with gifts or words, gratitude, admiration, and respect. You are the unsung heroes, the steady hands and the silent strength that hold families and communities together.

Happy Father's Day to every man who has embraced the call to lead, love, and leave a legacy.

You are not forgotten—and you never will be.

Beauty Spotlight



SHEIKA DALEY GLOWS BEYOND THE SPOTLIGHT

FOUNDER OF ELORA LANE BEAUTY AND ARTIST TO HOLLYWOOD'S BRIGHTEST STARS

WRITTEN BY: C.O.B.S EDITORIAL TEAM

When it comes to celebrity glamour, few names command as much respect and admiration in the beauty industry as Sheika Daley. Revered for her impeccable artistry and dedication to diversity in beauty, Sheika has solidified her status as a leading figure in Hollywood's elite beauty circles. From Zendaya's radiant red carpet glow to Normani's fierce music video transformations, her signature aesthetic has become a staple across pop culture, fashion, and entertainment.

But Sheika Daley is more than a celebrity makeup artist—she is a trailblazer, educator, and entrepreneur. As the founder of Elora Lane Beauty, she's channeling her decades of expertise into a beauty brand that uplifts and empowers women of all shades and walks of life. Her brand isn't just about products—it's about purpose, which sets her apart in a competitive and ever-evolving industry.

A Foundation Built on Purpose and Passion

Born and raised in Miami, Florida, Sheika's passion for beauty began early. Inspired by her mother and the vibrant cultural influences around her, she began experimenting with makeup as a teen and quickly realized her talent. What started as a hobby soon became a professional pursuit. With hard work, mentorship, and relentless dedication, she entered the competitive world of celebrity beauty.

Her breakthrough moments came through high-profile collaborations, and her work quickly caught the attention of stars and industry insiders alike. One of her most notable partnerships has been with Zendaya, a fashion icon and actress whose bold style and versatile image have made her a beauty muse for millions. Daley has played an instrumental role in crafting many of Zendaya's most talked-about looks, elevating her image and helping define a new era of Black beauty on the red carpet.

Her artistry has also graced the faces of Kelly Rowland, Nicki Minaj, Normani, Ariana DeBose, and countless others, making her a go-to for stars seeking classic glam and cutting-edge creativity.

From Red Carpets to Retail Shelves:

The Birth of Elora Lane Beauty

Despite her success with celebrity clientele, Sheika Daley never lost sight of her desire to create something meaningful for the everyday woman. That vision came to life with the launch of Elora Lane Beauty, a cosmetics brand named after her daughter. The name reflects her commitment to legacy, family, and inspiration for the next generation of beauty lovers.

Elora Lane Beauty is a celebration of diversity, inclusion, and self-expression. From foundation shades that reflect deeper complexions to lip products designed for bold, confident looks, Sheika's brand is rooted in the belief that everyone deserves to feel beautiful in their own skin.

In interviews, Daley often spoke about the lack of products and representation available to women of color when she first entered the industry. "I wanted to create something missing when I started," she shared. "Elora Lane is not just a beauty brand—it's a statement that we belong and deserve to shine."

Her approach to product development is informed by her years of hands-on experience with diverse skin types, tones, and textures. That technical expertise, combined with a deep emotional connection to her clients' needs, makes Elora Lane Beauty a standout in an oversaturated market.

Leadership Beyond the Brush

In addition to her entrepreneurial endeavors, Sheika Daley continues to shape the global beauty landscape through her role as a Global Makeup Artist for Lancôme. She is one of the few Black women to hold such a prestigious title at a major luxury brand, and her presence is a powerful symbol of progress and possibility.

She uses her platform to promote products and advocate for equity, education, and empowerment in the beauty community. Whether mentoring aspiring artists or collaborating on inclusive campaigns, Sheika is committed to using her influence to lift others.

Her social media platforms have also become a space where beauty enthusiasts and industry professionals can gain insight into her techniques, product favorites, and personal inspirations. With a following that includes both fans and peers, Sheika remains grounded, approachable, and passionate about her craft.

A Lasting Legacy

What makes Sheika Daley's story so impactful is her talent and intention. Her work resonates because it is rooted in authenticity, representation, and love for her craft. She understands that makeup is more than just enhancement—it's an art form, a form of identity, and a source of confidence for so many.

As she continues to build her legacy, Sheika Daley sets a new standard for being a leader in beauty. She is shaping not only faces but the industry's future. Through Elora Lane Beauty, her collaborations, and her advocacy, she continues to light the way for young artists and women of color to dream of seeing themselves reflected at the highest levels.

Sheika Daley's glow is different in a world that often prioritizes trends over truth. It's intentional. It's inclusive. And it's here to stay.



Fashion Corner



FROM MY EYES

THE 2025 MET GALA'S SUPERFINE TAILORING WAS A MASTERPIECE IN BLACK STYLE

WRITTEN BY: C.O.B.S EDITORIAL TEAM

As I watched the 2025 Met Gala unfold this year, I wasn't just witnessing another fashion event—I was witnessing history. The theme, "Superfine Tailoring: The Architecture of Black Style," moved me in a way few red carpet moments ever have. It wasn't just about the fashion. It was about identity, heritage, and recognizing a culture that has shaped global aesthetics for centuries, often without credit.

I sat glued to the screen with a sense of pride that felt deeply personal. Seeing Black style acknowledged and celebrated on one of the most prestigious platforms in the fashion world was overwhelming. The Costume Institute's dedication to curating a collection that honored the tailoring legacy of Black designers, artists, and creators felt long overdue—and yet perfectly timed.

For generations, the Black style has been more than what we wear. It's been a language, a form of survival, and a proclamation of self-worth. Our tailoring, whether in the form of a Sunday suit, a crisp uniform, or an avant-garde creation, has always told stories of resistance, excellence, and vision. And now, those stories were being displayed with reverence, stitched into museum-worthy pieces, and worn by our brightest stars.

The exhibit's depth was staggering. Over 200 looks were displayed, with archival pieces from historic Black tailors like Ann Lowe, the designer behind Jackie Kennedy's wedding dress, and Dapper Dan, the Harlem legend who turned streetwear into high fashion. But what brought me to tears was seeing the modern interpretations of this legacy. Designers like Christopher John Rogers, Kerby Jean-Raymond, and Ozwald Boateng were not just represented—they were centered.

As someone who grew up watching my aunt sew gowns for community events and my uncle wearing three-piece suits like armor, this moment also felt like a nod to them. Tailoring, for us, has never just been about looking good. It's been about dignity. It's been about making an entrance when the world said we didn't belong in the room.

And then came the red carpet.

Seeing Viola Davis glide up the steps in a velvet-tailored cape suit by Dapper Dan was a moment of affirmation. Her look was bold yet regal—deep purple with gold detailing that whispered royalty. And the fact that she worked with a Black designer from Harlem's storied past made it all the more powerful.

Colman Domingo, who has quietly become a red-carpet king, arrived in a beautifully cut, double-breasted masterpiece by Pyer Moss. The suit bore embroidered quotes from James Baldwin and was both political and poetic. This was not just a fashion statement—it was a declaration.

I was especially moved by the rising Black designers who made their Met Gala debuts. One that stood out was Akintoye Wallace, a young talent from Chicago whose tuxedo-cape design for Beyoncé combined futuristic structure with ancestral homage. This moment proved that the tide is finally turning in a space that has often overlooked young Black creatives.

The costume collection itself—the very heart of the exhibit—was layered with meaning. From the finely stitched lapels to the elaborate linings hidden inside coats, the attention to detail mirrored the way Black culture operates: rich, intentional, and often underappreciated unless you take the time to look deeper. Some pieces made from repurposed textiles told stories of migration and survival. Others were purely celebratory, echoing the sounds of jazz, hip-hop, and gospel in their movement and flair.

What struck me most was how this year's Met didn't just offer a seat at the table—it celebrated the fact that Black designers built the table, set it, and invited the world to dine.

As a proud Black woman, this moment was beyond fashion. It was cultural validation. It was artistic restitution. And it was a reminder that despite centuries of erasure, Black creativity continues to thrive, evolve, and lead.

The 2025 Met Gala didn't just raise the bar—it reframed the entire narrative. For once, we weren't the afterthought or the inspiration hidden in fine print. We were in the moment. And I am so incredibly proud to have witnessed it.

This wasn't just our night to shine but our legacy to honor. And in those exquisitely tailored suits, regal gowns, and powerful silhouettes, I saw the future of fashion, and it looks like us.



Chat Corner

MY REJECTION BECAME MY DIRECTION FROM THE AUTHOR OF QUEEN, LET'S TALK

WRITTEN BY: ARIELLE PERSHAY

Hey Queen! Can I ask you a question? How do you handle being rejected? Do you get upset, do you quit, or do you brush it off your shoulders?



Rejection can be a tough pill to swallow, especially when it happens repeatedly. Queen, I can't even count the number of times I've faced rejection, whether in my career, education, or personal life. Each rejection made me question my self-worth, intelligence, and overall value; however, after a while, I had to sit back and ask God, "What is my purpose, and why would you put me in this position or connect me to people only to get rejected?" The truth is, I was disconnected from the setup that God was preparing me for. I had a 20/20 vision of how my life would be if I didn't get rejected; little did I know that if I had gone through those doors, I would be stuck, lost, hurt, depressed, stressed, have health problems, etc.

Queen, whenever I face rejection, I say, 'Thank you, Jesus.' I want to share the definitions of 'Rejection and 'Direction.

Rejection: The Dismissing or refusal of a proposal, idea, etc.

Direction:

1. A course along which someone or something moves.
2. The management or guidance of someone or something.

I like to read the definitions of certain words because, sometimes, it makes me see things a little clearer. Queen, let's focus on the term rejection. The key concepts associated with this term are dismissing, refusing, and ideas. Okay, now let's move to the word direction. The key terms are someone or something moves and the guidance of someone or something. This is how God helped me handle rejection. When you experience rejection, the person or people refuse your ideas or dismiss your growth, hard work, and how you would have gone above and beyond to reach your goals. God allows the rejection to guide you in the right direction, where your light will shine and where you will be valued. The definition of direction mentions the word moves.

Queen, God is removing people, positions, and maybe some friends from your way so He can guide you in the right direction. The rejection from one job only sets you up for a job that matches your worth; that rejection from the bank has to happen to set you up with a better bank because your finances are about to change. The rejection from a school or university had to happen so that God could place you where you will grow and be on the honor roll; the rejection from a house, apartment, etc., was because God had something better for you. Trust the process and wait on God's timing.

Queen, the next time you experience rejection, smile because you know you were rejected because you had to be directed to where God wants you to be.



Follow Arielle Pershay
IG: @queens_letstalkbook
Book now on Amazon



ARIELLE PERSHAY



Arielle Pershay is a dynamic author, empowerment speaker, and mental health advocate, best known for her transformative book *Queen, Let's Talk*. Through her work, Arielle empowers women to embrace their authentic selves, fostering resilience and self-worth.

Arielle's journey is marked by personal growth and a commitment to uplifting others. Her book, *Queen, Let's Talk*, serves as a guide for women seeking to navigate life's challenges with confidence and grace.

“From the depths of brokenness, she rose not as the woman she once was, but as the Queen she was always meant to be.”

- Arielle Pershay -

As a sought-after speaker, Arielle delivers impactful talks that inspire audiences to overcome adversity and pursue their passions. Her authentic approach and relatable storytelling resonate with individuals from all walks of life, making her a compelling voice in the realm of personal empowerment.

Arielle Pershay is committed to fostering a community where women are encouraged to speak their truths, embrace their journeys, and step into their power. Her work continues to inspire and empower individuals to lead lives filled with purpose and authenticity.

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Travel Corner



YOUR ULTIMATE GUIDE TO TRAVELING IN DUBAI

Dubai is a remarkable testament to modern urban development, blending visionary architecture with deep-rooted cultural traditions. Located on the southeastern coast of the Arabian Peninsula, this dynamic city has transformed from a modest trading port into a thriving global metropolis in just a few decades. Renowned for its iconic skyline dominated by the Burj Khalifa—the tallest building in the world—Dubai attracts millions of visitors each year with its luxury shopping, world-class hospitality, and innovative attractions. As a major business and financial hub in the Middle East, Dubai’s diversified economy thrives on trade, tourism, real estate, and aviation, contributing significantly to the region’s economic growth.

Beyond its impressive infrastructure, Dubai offers a rich cultural tapestry reflecting its heritage and cosmopolitan population. Visitors can explore traditional souks, savor authentic Emirati cuisine, and experience the serene beauty of the surrounding desert. The city enjoys a hot desert climate characterized by long, sunny days and mild winters, making it a year-round destination for travelers. Whether arriving for business, leisure, or adventure, visitors will find a unique destination where cutting-edge modernity meets timeless Arabian charm in Dubai.

Where to Eat: Best Places for Every Palate

Dubai is a melting pot of global flavors, offering everything from luxury dining to local street eats.

- **Al Fanar Restaurant & Cafe**

Cuisine: Traditional Emirati

Why Go: For authentic local dishes like mach-boos and luqaimat in a nostalgic setting reflecting Dubai’s heritage.

Price: \$\$ (Around \$15–25 per person)

- **Zuma Dubai**

Cuisine: Upscale Japanese

Why Go: Modern, stylish vibes with incredible sushi and robata grill. Perfect for a chic night out.

Price: \$\$\$ (Expect \$60+ per person)

- **Ravi Restaurant**

Cuisine: Pakistani

Why Go: Iconic, budget-friendly, and beloved by locals for delicious, hearty meals.

Price: \$ (Under \$10 per person)

- **La Mer Beachfront Cafes**

Cuisine: Variety (Seafood, Mediterranean, casual bites)

Why Go: This is a great spot to grab fresh seafood or casual eats with a beach view.

Price: \$\$ (Around \$20–40 per person)

Where to Stay: From Luxury to Budget

- **Burj Al Arab Jumeirah**

Style: Ultra-luxury, iconic 7-star hotel

Price: \$1,000+ per night

Why Stay: For an unforgettable luxury experience with breathtaking views.

- **Atlantis The Palm**

Style: Family-friendly resort on Palm Jumeirah

Price: \$300–600 per night

Why Stay: Aquatic adventures and upscale dining right on a private beach.

- **Rove Downtown Dubai**

Style: Trendy mid-range hotel

Price: \$80–150 per night

Why Stay: Central location near the Burj Khalifa with a modern, vibrant ambiance.

- **Premier Inn Dubai Al Jaddaf**

Style: Budget-friendly

Price: \$40–70 per night

Why Stay: Affordable comfort with easy metro access.

How to Dress: Style Meets Culture

- **Daytime:** Lightweight, breathable fabrics like cotton or linen due to Dubai’s hot climate.
- **Women:** Modest but stylish — dresses, long skirts, or trousers with tops that cover shoulders. Avoid overly revealing clothing in public places.
- **Men:** Shorts are okay in casual areas, but long pants and shirts are preferred in malls, restaurants, and religious sites.
- **Evenings:** Smart casual to formal, especially for upscale restaurants and nightlife. Women can add elegant scarves or shawls if needed.
- **Shoes:** Comfortable walking shoes for sightseeing and sandals for the beach.

Shopping Hotspots: Retail Therapy Dubai Style

- **The Dubai Mall**

World’s largest shopping mall with 1,200+ stores, from luxury brands to popular high street labels. Don’t miss the Dubai Aquarium inside!

Prices: Mid to high-end, with luxury boutiques like Gucci and Louis Vuitton.

- **Mall of the Emirates**

Features luxury shopping plus the famous indoor ski resort, Ski Dubai.

Prices: Similar to Dubai Mall.

- **Souk Madinat Jumeirah**

Traditional Arabian-style marketplace offering handicrafts, jewelry, and souvenirs. Great for authentic gifts.

Prices: Moderate, with room for bargaining.

- **Global Village (seasonal)**

Open during cooler months (October to April), showcasing products from 90+ countries, street food, and entertainment.

Prices: Very affordable, great for souvenirs.

How Much Does It Cost: Budgeting Your Dubai Trip

- **Meals:** \$10–60 per person, depending on the restaurant
- **Accommodation:** Budget \$50 to \$1,000+ per night, depending on luxury level
- **Transportation:** Metro rides cost about \$1–2 per trip; taxis start around \$3 plus per km charges
- **Shopping:** Souvenirs can be as cheap as \$5; luxury goods run into thousands
- **Attractions:** Burj Khalifa observation deck (\$35–50), Desert Safari tours (\$50–100)



Spotlight Corner Black Elegance



THE NEXT GENERATION OF ENTREPRENEURS

DE'ARRA TAYLOR BUILDS A LEGACY THROUGH INFLUENCE AND INNOVATION

WRITTEN BY: C.O.B.S EDITORIAL TEAM

At C.O.B.S. Magazine, we're always searching for stories that move the culture forward—stories that are bold, fearless, and fueled by purpose. So when we sat down as a team to brainstorm this issue's theme on The Next Generation of Entrepreneurs, one name kept coming up again and again: De'arra Taylor.

She didn't just make our list. She defined it.

De'arra isn't your traditional business mogul. She didn't rise through corporate ranks or inherit a legacy brand. She built her empire from the ground up, starting with a camera, a dream, and a spirit so magnetic it caught the attention of millions. But what makes her special isn't just her influence—it's what she does with it.

De'arra inspired this story because she's doing what we believe every future entrepreneur should be: challenging norms, carving her own lane, and staying true to who she is every step of the way.

Why We See De'arra as More Than an Influencer

In a digital world where "influencer" has become a buzzword, De'arra Taylor redefines what influence truly means. Yes, she rose to fame through YouTube, captivating audiences with her dynamic energy, iconic fashion, and real-life relatability. But there's a depth to her content that goes beyond entertainment. She didn't just show us her life—she inspired us to dream bigger for ours.

We took notice when she stepped out on her own and launched Lorvae, her luxury eyewear line. Not because she had the reach or the following—plenty of creators have that. We paid attention because of her intention. She didn't just launch a product—she launched a statement. Lorvae is bold. It's stylish. And most importantly, it's rooted in confidence and authenticity, just like De'arra.

Her Journey Became a Blueprint

Many of us at C.O.B.S. grew up watching DK4L, the YouTube channel De'arra co-created with her then-partner. We watched her go from a young girl exploring the world to a woman shaping it. And when she decided to pivot and launch her own YouTube channel and company, it was more than a re-brand—it was a reinvention. A reminder that growth often requires letting go, trusting your voice, and walking into your own light—even if it means walking alone.

That kind of bravery? That's what makes her a true entrepreneur.

As editors, writers, and creators, we often talk about impact—who's making it, shifting the narrative, and creating space for others. De'arra does all of that and more. She's not just changing the business of beauty and fashion. She's changing the business of being seen.

Lorvae: More Than a Brand

Let's be clear: Lorvae is a whole movement. When it dropped in April 2022, it sold out within days, not because of gimmicks or hype, but because De'arra understands her audience. She listens. She creates with intention. And she designs products that people can connect to emotionally.

Lorvae isn't just about looking good—it's about feeling powerful. From its luxe aesthetic to its fearless messaging, the brand reflects everything De'arra stands for. And in an industry that often sidelines Black women, Lorvae is proof that when we lead with vision, we don't just take up space—we own it.

A Voice for the Next Generation

De'arra's journey made us ask ourselves: What does the future of entrepreneurship really look like? And the answer wasn't found in boardrooms or Ivy League bios—it was found in women like her. Women who turn their platforms into power break down barriers while wearing heels and hoop earrings and show other young Black girls they can lead from where they are.

In a world that tries to box Black women into one story, De'arra is rewriting the narrative in bold print. And here at C.O.B.S., we're here for all of it.

Our Takeaway as Editors

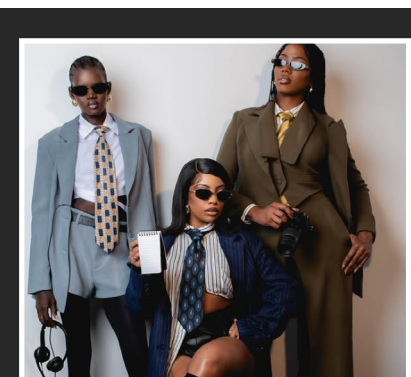
We spotlighted De'arra Taylor because her story is about how vision meets voice, how creativity becomes capital, and how authenticity will always be the greatest asset. She made us believe that building a brand isn't just about selling products—it's about selling purpose.

Watching her journey unfold, we were reminded that success isn't reserved for the privileged few—it's available to anyone bold enough to bet on themselves. De'arra bet big and won. Not just for herself but for an entire generation watching her break barriers with grace, grit, and glam.

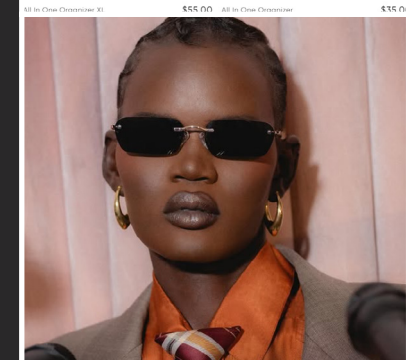
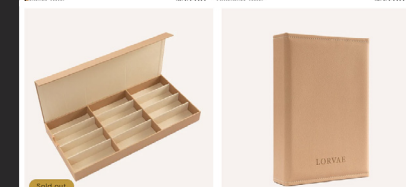
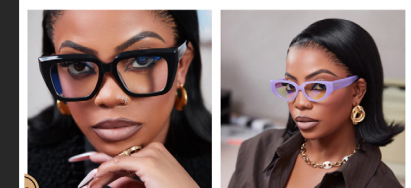
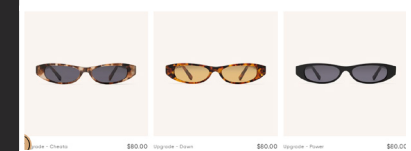
So yes, this issue is about the Next Generation of Entrepreneurs. But if we're being honest? It's also a love letter to De'arra—a woman who inspired us to dream louder, shine brighter, and take our own bold leaps.

Because if she can do it? So can we.

And so can you.

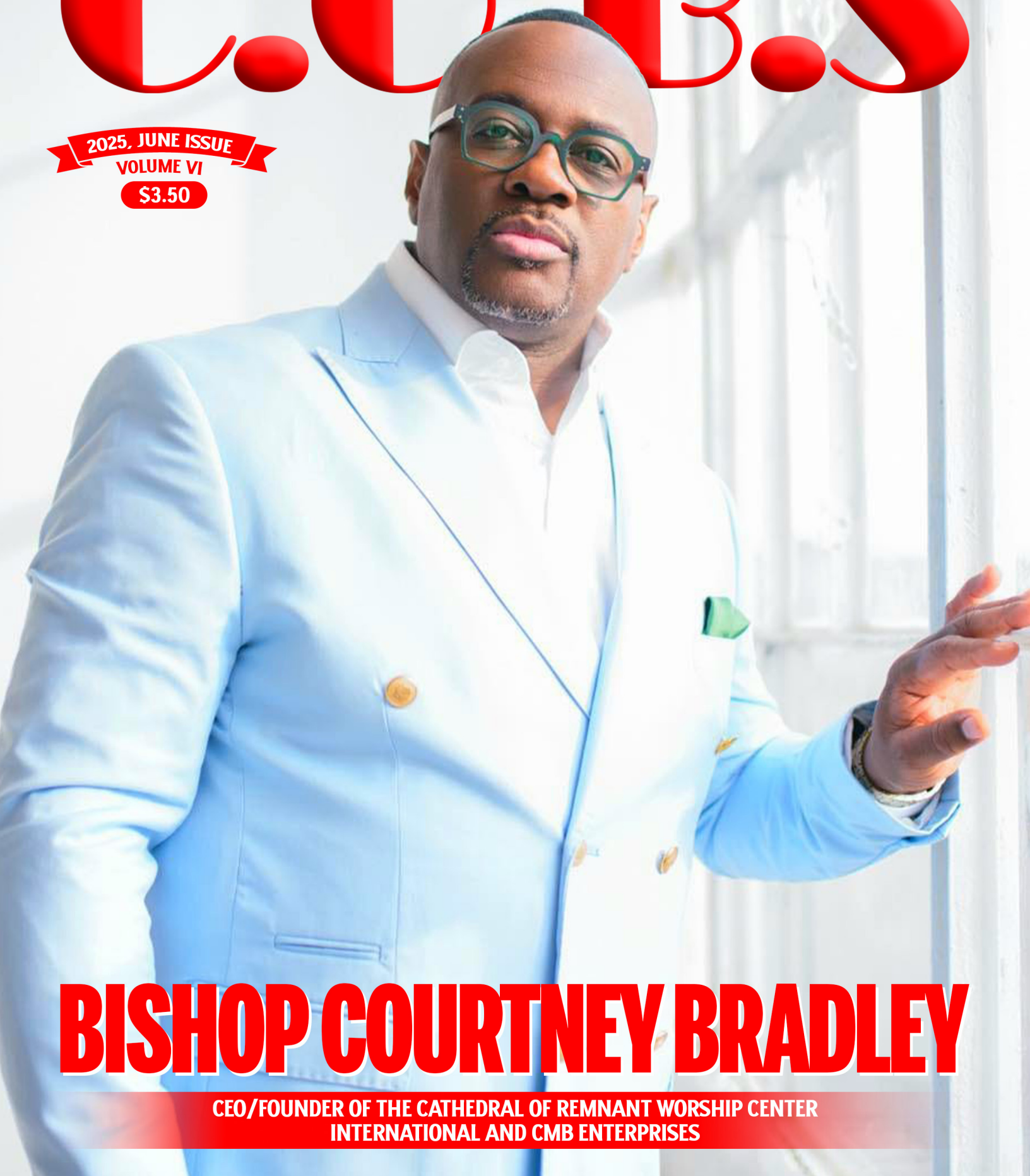


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