Website Proposal

Social media is leading in the discussion of the Korean and African-American community, especially when it comes to the tension between the two groups. Is there really tension between the two groups or is the media simply creating biased views without adequate sources? Behind Black Hair aims to provide the sources and creditable information but in the sphere of the Beauty Supply Industry where the two racial groups frequently meet. The two communities can benefit from the resources and hopefully come to understand that they are more alike than different.

The Industry

- There are about 9,000 Korean Owned Beauty Supply stores in the US
- Koreans started these businesses around the 1970s and 80s selling wigs.
- The Black Hair industry is a $500 Billion market.
- Black owners make up less than 1% of Beauty Supply owners.
- The largest black hair care trade magazine is printed in Korean.
- Feeling the market unfair led to the creation of BOBSA or Black Owned Beauty Supply Association.

All Sunday Beauty Supply

- Born October 1968 in Seoul, South Korea.
- Graduated in Korea with a degree in Management and Merchandising.
- Worked as a Broker for over 30yrs.
- Worked with American soldiers during his mandated military service in Korea.
- Feels African-Americans and Asians have a lot in common.
- Dreams of starting his own business as a Broker.
- 95% of All Sunday Beauty Supply customers are AA, Black or Latina.

Bellport, New York

Bellport is a village in Suffolk, County New York with the population being 2,084 in 2010. Whites make up 95% of the population. African-Americans/Black makes up 0.9%. Latino/Hispanic makes up 3.1%. Asians make up 1.9% and Native Americans make the remainder 0.7% percent of the community. The African American/Black community of Bellport tend to be generational, with generations of the same family living in the same surrounding area.
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Interview with Alex.
A Korean worker at All Sunday Beauty Supply. Located 655 Montauk Hwy, East Patchogue, NY 11772

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