

imani jewelry

newsletter spring 2009

the imani men!

in past newsletters we have taken the time to thank those that have supported us over the last twenty-five years. however, there is a secret group that we would like to publicly acknowledge. the imani men!

there's **bernard**. [traci's husband, norma's son-in-law] from the beginning, he has been supportive, from schlepping boards and tents out to the festivals, to designing our first website, to hundreds of hours of technical assistance, to financial help, to spiritual support. it takes a special kind of man to stand behind his wife's art and vision for twenty-five years. it is a sacrifice to spend holidays and special occasions separately or selling imani jewelry. he was even an imani jewelry sales representative for a minute. actually he sold a lot of jewelry...we may have to talk to him about a revisiting that. **we thank him.**

there's **lance** [norma's son, traci's brother] who has also taken the long journey, by our side. emotional & financial support are just a couple of his contributions. we remember about twenty years ago, when we were on the

road with the jewelry, lance and bernard worked our store in harlem for a few days. after they peeled the women off themselves, they both said "never again!" just last year, lance joined the imani sales representatives.

uncle alden [norma's brother] became everyone's uncle. he always wore our men's pendants and earrings. he did all the carpentry work in our store in the village. we would pull up to the store, and uncle alden would be shoveling the snow from in front of the shop (remember the blizzard of '96)? he would drive the ladies home after the jewelry shows. player, player. uncle alden has been hanging in there over the past couple of years, dealing with conditions which affect us all, as we get older. for now, he's at saint alban's veterans hospital in queens, talking smack to the nurses and working on a speedy recovery.

then there's **cousin stephen**, from chicago. have you ever had a family member that you've never met, that has tried to do more for your business than family you see on the regular? that's cousin stephen. we've never met, but ever since he was introduced to the collection, he has gone out of his way to promote and sell the jewelry, arranging sales representatives, trunk showings, and radio interviews in chicago. he's special, and we appreciate his support. hope to meet him soon!

courtney warhington, you may know him as a fabulous apparel designer, but we know him as a fabulous business man. he has always been a great advocate for our art. courtney has also been very generous with his time, space, and information. we appreciate him more than he knows.

donnell holmes, traci's "adopted son," has been an invisible force in the company for years. donnell is a young man we were blessed to meet when he was in high school. we've had the opportunity to watch him prosper in spite of difficult circumstances. there has never been a time when we've called on him to help imani, that he has not been more than willing to help. we thank him.

jaleel belfor, the youngest male member of the imani team is 15 years old. as a photography student at the harlem school of the arts, he has recently joined us to photograph the jewelry. he is also a recent graduate of blue Nile, a rite of passage program at abyssinian baptist church. we are so proud of the positive choices he has made.

phillip foster, an adopted elder, is 82 years old and an extraordinary example of the men we celebrate. his generosity of spirit and strong sense of family have been an inspiration. after recently experiencing a physical setback, his remarkable resilience and vitality have been a lesson to us all.

alden jones, norma's father & traci's grandfather, has always been a positive inspirational force in our lives. a gentle man with a quirky sense of humor, he was the "artist of the family." as a little girl, norma sat on the cellar steps watching her dad turn on his peaceful music, light his pipe and unroll giant sheets of paper on his worktable. he would then measure and pencil out the sketch of the large lettering for the sign he was making. afterwards, he would dip his brush into the dark paint and go over the penciled letters with fluid movements. twenty years later, traci sat on those same wooden steps, smelling her grandpa's sweet pipe smoke, watching him dip his brush into the paint. he was the first man we knew personally who made a living at his art. he was a sign maker for "ohrbachs" department store on 34th street, in manhattan. if you remember "ohrbachs," you're telling your age. he made extra money by painting signs for local churches and community businesses. norma still has the sign he painted for her first beauty salon. he was a fashion visionary in his own right, being the first man we knew to wear turquoise socks, polka dot ties, plaid shirt, and striped pants, possibly at the same time. mr. jones, as we fondly refer to him, gave us our first drill for piercing our shells. it was revolutionary in the crafting of our collection. we miss him and we thank him.

we would like to thank all our **male clients** who have shopped with us over the years.

we wish all the men of the imani family a happy father's day!

imani calendar

imani at ama's

let's get this summer started right!
spend a fun summer afternoon at ama's brownstone
in harlem.

sunday june 28 noon-7pm
261 west 136 street harlem 10030 (212)862-3940

imani 25th anniversary

bar.b.que bash

don't miss this one! this will be a big celebration!
imani's fabulous, to die for summer collection.
door prizes, games, raffles, t-shirts, awards, great
food & more!

saturday august 1 2-9pm
sunday august 2 noon-8pm
rain or shine
178-17 132 avenue jamaica, queens 11434
(718)712-3465

imani at harlem week

the brownstone designers' tent
save the date: august 16
stay tuned for details...



imani jewelry blog contest!!!

make us laugh!!!

send us your

funniest imani jewelry
story.

the winner will receive a
\$100.00 imani jewelry gift
certificate.

your story will also be
featured in an upcoming
imani newsletter.

blog address:
imanijewelry.ning.com

**deadline for entries is midnight june 30,
2009**

winners will be announced july 15, 2009

first place: \$100.00 imani jewelry gift
certificate

second place: \$50.00 imani jewelry gift
certificate

third place: \$25.00 imani jewelry gift
certificate



imani stuff

quote from alden (norma's dad)

"some things are better left unsaid."

imani jewelry sighting

tavis smiley's state of the black nation...**iyarla vanzant** wearing her rust water chestnut shoulder duster earrings

princess jenkins

check out the museum of american finance at 48 wall street nyc, ny 10005. find her kiosk in the entrepreneurs section and watch princess share her experiences and inspiration.

can you spot imani in the presentation?

gentle spirit

back in the early nineties, when traci and bernard decided it was time to expand their family, they looked for "alternative" birthing options. they didn't want to go through the whole "hospital" thing. at the time, the only feasible option open to them was the maternity center in a brownstone on 92nd street in manhattan. they offered prenatal counseling, midwifery services, lactation consultants, etc.

fast forward to the present. a long time client and friend of the imani family, sakina ouhuru, cm, ms, board certified, is the owner of "gentle spirit midwifery women's health services." unfortunately, our family expanding days are over, but we would like to recommend sakina's services to those of you who would like personalized ob/gyn care or who opt for midwifery services over conventional births. we hope to see many babies named imani.

764 st. nicholas ave (lower level) harlem, ny 10031 212.368.2229

email: birthingwire2@aol.com website: www.gentlespiritbirth.com

where to shop imani

the following is a list of boutiques, salons and studios that carry imani jewelry.

| | | | |
|----------------------------|------------------------|--------------------|--------------|
| the brownstone | 24 east 125 street | harlem, ny 10035 | 212.996.7980 |
| khamit kinks | 327 gold street | brooklyn, ny 11201 | 718.422.2600 |
| na wave kultural kreations | 712 warhington ave | brooklyn, ny 11238 | 718.955.5735 |
| daphne | 467 amsterdam ave | new york, ny 10024 | 212.877.5073 |
| jamilah's | 461 sterling place | brooklyn, ny 11238 | 718.398.1590 |
| mind body hair | 3246 white plains road | bronx, ny 10467 | 718.324.1057 |
| imani at tracis* | 178-17 132 avenue | jamaica, ny 11434 | 718.712.3465 |

*by appointment only

imani

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