

The BOW Collective™ Launches 'BUY with BOW' Campaign for National Black Business Month

"Spotlighting Black Women-Owned Brands and Igniting Community Investment Nationwide"

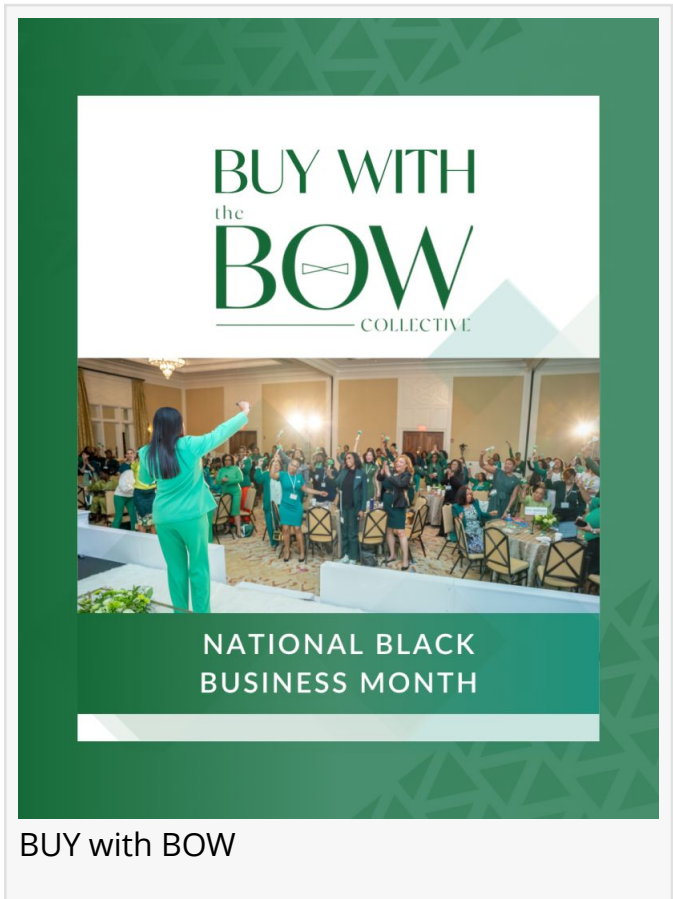
WASHINGTON DC, DC, UNITED STATES, August 15, 2025 /EINPresswire.com/ -- August is National Black Business Month—a time to refocus energy on the power, promise, and impact of Black-owned businesses. In celebration, [The BOW Collective™](#), a network of the top 1% of Black women entrepreneurs, is launching an intentional, high-visibility campaign: "[BUY with BOW](#)."

This month-long initiative is more than a celebration—it's a movement rooted in economic empowerment and community-driven purchasing. Through a curated calendar of [Black Out Days](#), the campaign urges consumers across the country to shop, share, and show love to Black women-owned brands across beauty, wellness, fashion, lifestyle, and home goods.

"BUY with BOW is a reflection of our mission to drive business visibility," said Ticki Favaroth, President of The BOW Enterprises and Vice President & COO of The BOW Collective. "Buying with BOW is more than a transaction—it's an investment in economic empowerment that strengthens communities, builds generational wealth, and transforms the business landscape for Black women entrepreneurs."

With over 300 members generating \$1.7 billion in annual revenue, The BOW Collective is a force in economic growth. The "BUY with BOW" campaign puts that power to work—highlighting member businesses and driving attention to the products, founders, and stories behind them.

Featured Businesses Include:



LAMIK Beauty – Vegan, clean cosmetics for multicultural women by Kim Roxie

Oasis Soul Scent Co. – Soulful candles and body care by Lola Pyne

Play Pits – Natural deodorant for the whole family by Chantel Powell

Camille Rose – Gourmet beauty for textured hair by Janell Stephens

McLean Tircuit – Luxury home furnishings by Sheryl McLean

DevMar Products – Sustainable cleaning & PPE by Sharon Reynolds

Jody Davis Designs – Couture fashion by Jody Davis

Eccentrics The Salon – Hair artistry and care by Lisa Ennis

“

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Ticki Favaroth

NaSah’s Nurture Nature – Herbal teas and skincare by Angela Mitchell Hill

Black Opal – Iconic beauty brand co-owned by Desiree Rogers

Fashion Fair – Legendary cosmetics reimaged by Desiree Rogers

Lee’s Flower & Card Shop – D.C.’s oldest Black-owned florist, led by Stacie Lee Banks

BLK/OPL
DESIREE ROGERS

#BUYwithBOW

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the
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COLLECTIVE

NATIONAL BLACK
BUSINESS MONTH

blackopalbeauty.com

Desiree Rogers - BUY with BOW

With eye-catching visuals, founder stories, and a call to action across platforms like Instagram and LinkedIn, the campaign combines heartfelt storytelling with strategic marketing muscle. Followers are invited to tag, post, and shop as each Black Out Day unfolds.

Follow @thebowcollective to join the movement: #BuyWithBOW #BlackBusinessMonth #SupportBlackOwned #BOWCollective #BlackOutDay

About The BOW Collective™

THE BOW COLLECTIVE,™ is an organization and sisterhood of the Nation's top 1% of small business owners. As "Business Philanthropists" we work together to bring awareness, business opportunities, and capital resources to entrepreneurs. In addition, we actively create the pipeline of successful entrepreneurship by training, counseling and partnering with emerging businesses.

Communications

The BOW Collective

communications@thebowcollective.org

Visit us on social media:

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Meet Lisa Ennis

LISA ENNIS

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