



# For Immediate Release

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## **Pikine African Hair Braiding Campaign Brings African Cultural Heritage to the Forefront with the Launching of their New Website**

Detroit, MI, June 11, 2023 - Pikine African Hair Braiding, a prominent hair braiding salon in Metro Detroit, is excited to announce the launch of their new website, dedicated to celebrating and preserving African cultural heritage through the art of hair braiding. The website aims to provide a platform for sharing the rich history and significance of African hair braiding, while also promoting their talented hair braiders and their unique creations.

The campaign by Pikine African Hair Braiding seeks to raise awareness about the cultural and artistic value of hair braiding, which has been an integral part of African traditions for centuries. The owner says that her salon's mission is to empower women by helping them embrace their roots and stand out with different styles of hair braiding. (Gnilane Karlie, Interview of March 2023). By launching their new website, Pikine African Hair Braiding aims to showcase the beauty and diversity of African hair braiding styles, educate visitors about the cultural significance behind each design, and promote the skilled artists who have mastered this ancient craft.

The new website features stunning visuals of intricate hair braiding styles and detailed descriptions highlighting the cultural origins and meanings behind each design. Visitors can explore various galleries and learn about the different braiding techniques, regional variations, and historical contexts. The website also offers resources for those interested in learning more about African hair braiding, including tutorials, styling tips, and information on the cultural importance of hair in African communities.

Pikine African Hair Braiding will host a pop-up event on July 30th, 2023 at its Wyoming Ave location. The salon will showcase their talented hair braiders, authentic African braids and their tribal origins, and offer organic hair products for sale.

Pikine African Hair Braiding invites individuals, organizations, and media outlets to this pop-up event and to visit their new website and discover the beauty and cultural significance of African hair braiding. The salon hopes that through this campaign, more people will come to appreciate the artistry and heritage associated with this traditional craft. To learn more about Pikine African Hair Braiding and explore their new website, please visit <https://www.pikinehairbraiding.com>.

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Pikine African Hair Braiding is a Detroit-based hair salon dedicated to preserving and celebrating the cultural heritage of African hair braiding. By collaborating with master braiders from different African countries, local stylists, and salons, Pikine African Hair Braiding aims to empower individuals, promote cultural exchange, and showcase the artistry and significance of African hair braiding in the Detroit community.

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