



WWW.PIKINE HAIRBRAIDING.COM  
313-342-4426

# MEDIA KIT

## PIKINE

# AFRICAN HAIR BRAIDING

JUNE 2023



# PIKINE AFRICAN HAIR BRAIDING - 2023 MEDIA KIT

## ABOUT:

In today's society, hair is a vital part of self-expression and cultural identity. For women, hair braiding is not only a way of self-expression but an ancient art that has been passed down for generations. Pikine African Hair Braiding is a Hair Salon that specializes in traditional African braiding techniques and styles. Located on the corner of Wyoming and Seven Mile in Detroit, MI, the salon has been operating since 2001. Founded by Gnilane Karlie, a businesswoman from Senegal who worked hard to fund her business on her own. With more than five employees now, the salon's mission is to empower women by helping them embrace their roots and stand out with different styles of hair braiding.

**Owner Gnilane assisting her employees finish customers braids. (Credit: Abdoulaye Diallo)**



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**AFRICAN HAIR BRAIDING - 2023 MEDIA KIT**

**Cornrows by Pikine African Hair Braiding.  
(Credit: Abdoulaye Diallo)**



**Natural Faux Locs by Pikine African Hair Braiding  
Credit: Abdoulaye Diallo)**



**Owner Gnilane Karlie  
enjoying her work with a  
smile.  
(Credit: Abdoulaye Diallo)**



**Knotless Boho Braids by  
Pikine African Hair  
Braiding.  
Credit: Abdoulaye Diallo)**



**Owner Gnilane braiding a  
customer the Natural Faux Locs  
braids. (Credit: Abdoulaye Diallo)**



# SHOT SHEET



Link: <https://youtu.be/WuTkdc8h-fs>

**B-ROLLS ( TRT – 00:01:24:00 )**

*CAPTION – CLIP DURATION*

1. *Wide Shot of the front of Pikine African Hair Braiding building – 00:00:05:00*
2. *Wide Shot of the Side of Pikine African Hair Braiding building – 00:00:05:00*
3. *Medium Wide Shot of the entrance of Pikine African Hair Braiding – 00:00:05:00*
4. *Wide Shot of Owner and staff working on customers hair – 00:00:05:00*
5. *Close-up Shot of Gnilane braiding a customer Natural Faux Locs – 00:00:05:00*
6. *Medium Wide 2 Shot of Gnilane braiding a customer Natural Faux Locs – 00:00:05:00*
7. *Extreme Close-up Shot of Gnilane twisting Natural Faux Locs – 00:00:04:00*
8. *Close-up Shot of Gnilane pick color extension – 00:00:03:00*
9. *Close-up Shot of Gnilane braiding a customer Natural Faux Locs – 00:00:05:00*
10. *Close-up Tilt down Shot of Customer's Natural Faux Locs braids – 00:00:05:00*
11. *Extreme Close-up of Gnilane Starting to braid a Natural Faux Loc Braid – 00:00:03:00*
12. *Close-up Shot of Customer and Gnilane is arranging the Locs – 00:00:05:00*
13. *Wide Shot of Gnilane braiding a customer who is checking their phone – 00:00:05:00*
14. *Medium 2 Shot of Gnilane and a customer she is braiding – 00:00:05:00*
15. *Wide Pan Shot of the interior of the salon with Gnilane and customers – 00:00:05:00*
16. *Medium Shot of Yolanda a regular customer at Pikine Hair Braiding – 00:00:04:00*
17. *Close-up Pan Shot Yolanda a regular customer at Pikine Hair Braiding – 00:00:05:00*
18. *Medium Wide Shot of Kelley a Walk-in Customer – 00:00:02:00*
19. *Medium Shot of Kelley a Walk-in Customer that just got her hair done – 00:00:05:00*
20. *Wide Pan Shot of Kelley a Walk-in Customer that just got her hair done – 00:00:05:00*

## PIKINE

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### INTERVIEW#1

**NAME: Gnilane Karlie | Title: Owner**

**SOUNDBITE1:(TRT–00:01:10:00)**

I am Gnilane Karlie, I am the owner of this business, Pikine Hair Braiding, I opened this business since 2014, but I'm in business more than 20 years. I do hair, I do any kind of style. My mission is to empower women, to help them to get any kind of style, African style authentic hair braiding. I do any kind of style but this kind of style in front of you guys, is faux locs, lots of people don't want to do it but I accept because of my customers to make them happy. I do box braids, I do micro, I do cornrows, I do extension locs, I do everything. Go visit our website and see our work, and you able to book appointment without paying anything.

**NAME: KiKi | Title: Manager**

**SOUNDBITE2:(TRT–00:00:39:00)**

My name is Kiki, I work here at 18961 Wyoming, Pikine Hair Braiding, I do hair almost 20 years, my specialty is Zillion Box Braids. My gram-ma teach me hair when I have ten years, and I like to do hair, that's why I came to the USA to do hair 20 years now, I have very experience to do hair. Anything I do here is authentic, they coming from Africa, take care of your hair, Take care of customer.

### INTERVIEW#2

**NAME: Yolanda | Title: Regular Customer SOUNDBITE3:(TRT–00:02:01:22)**

The experience is wonderful, I love coming here, she is always on time, I'm always satisfied, and the price range is reasonable, and she makes sure before she goes out of town she will call me to see if I need a touch up or anything and I get more than one style here, so my experience is great, I have no complaint what so ever. For me it's the maintenance of the hair style, when you wear braids you don't have to do too much if it done correctly, and like I said before, anytime I come, I'm satisfied whether it's one sister to another. Our culture is very different and everybody can't wear what we wear, so like I said again, the experience for me is getting up and go, the maintenance on it is perfect. I don't have to do too much until it's time for me to get it done again. Whatever she is using on my hair, she definitely growing it, the last four years I haven't had my hair done by nobody else but her or her sister, so she is growing my hair, it healthy and I don't have perms. Me personally I like the laminate braids that I have in now, and or the tie zillion, I do like the box braids, but a lots of people are wearing them, so I choose to be different. When you come here, you happy, you satisfied, and you definitely wants to come back. Any products that they have to offer as far as natural hair, I would love to try it as well as be a participant of the event whatever date it is. We should all want to know how to keep our hair clean, how to make it grow, anything you can do to enhance your beauty. Definitely recommending everyone, soon as somebody ask who did my hair, my sisters on Seven and Wyoming.

**NAME: Kelley | Title: Walk-in SOUNDBITE4:(TRT–00:01:04:17)**

Kelley, I am just a walk-in today. I visited the shop for the first time, I have the Knotless Boho going on today for my birthday. I really really love them, I love the color, I love the texture. It is a very friendly walk-in ready shop, I really really appreciate the customer service today, it was wonderful, very friendly, fast, it very convenient and overall I had a great experience, very friendly people, and I do recommend. Well, what pushes me to get my hair braided and I love braids, I get them done on a regular basis, is, they very convenient, I wake up, go to work, they last for months, and overall as a women I just, I like the way they look on me and I love braids.



## QUICK FACTS

The Salon officially opened in November 2014.

Located in Detroit, MI.

Gnilane Karlie is the owner and Master Braider.

Authentic African Hair Braiding Salon for Women.

The salon offer different styles of hair braiding and help women stand out and feel confident in their uniqueness.

For Appointment: call 313.343.4426 or e-mail [pikinehairbraidings@gmail.com](mailto:pikinehairbraidings@gmail.com).

You can now book an appointment Online at <https://www.pikinehairbraiding.com>.

Pikine African Hair Braiding understands that each individual has unique preferences and style choices.

They work closely with clients to customize hair braiding styles according to their desired look, incorporating elements of African braiding traditions while accommodating personal preferences.

The Salon is open Seven (7) days a week 24h appointment based.

Their mission is to preserve the African cultural heritage of hair braiding and contribute to the cultural diversity and artistic vibrancy of Detroit.

## BRANDING



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Use this Logo for any background, as shown above. Do not make any changes without the approval of Gnilane Karlie at [pikinehairbraidings@gmail.com](mailto:pikinehairbraidings@gmail.com)

## For Immediate Release

Gnilane Karlie  
info@pikinehairbraiding.com  
248-863-6612

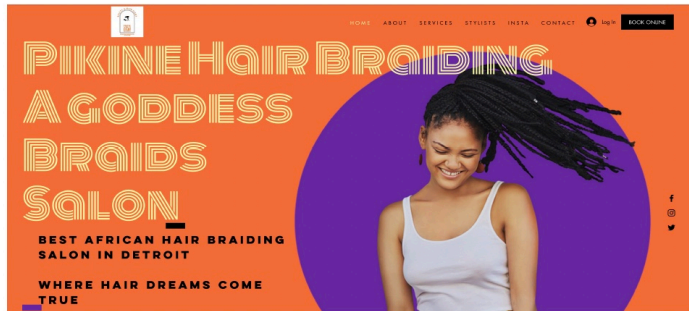


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### **Pikine African Hair Braiding Campaign Brings African Cultural Heritage to the Forefront with the Launching of their New Website**

Detroit, MI, June 25, 2023 - Pikine African Hair Braiding, a leading provider of African-inspired hairstyling services, is proud to announce the launch of its new website, aimed at showcasing the rich cultural heritage of African hair braiding and promoting the importance of this traditional art form. The campaign seeks to raise awareness about the cultural significance of hair braiding and empower women in Michigan.

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 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 our new website, please visit <https://www.pikinehairbraiding.com>.

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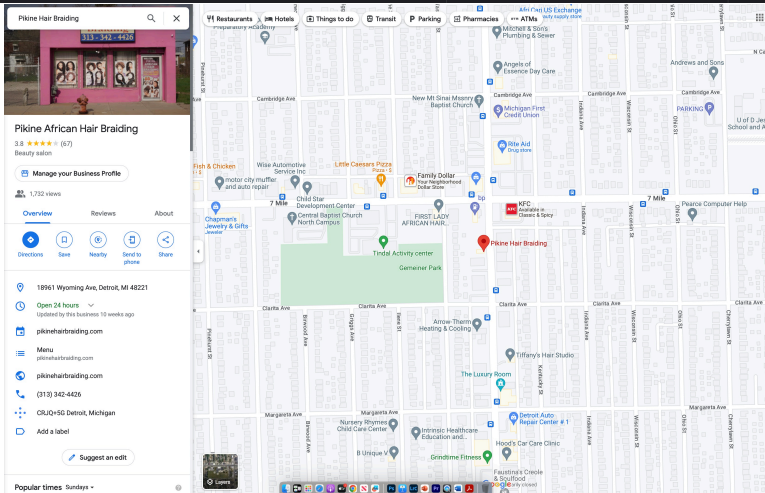
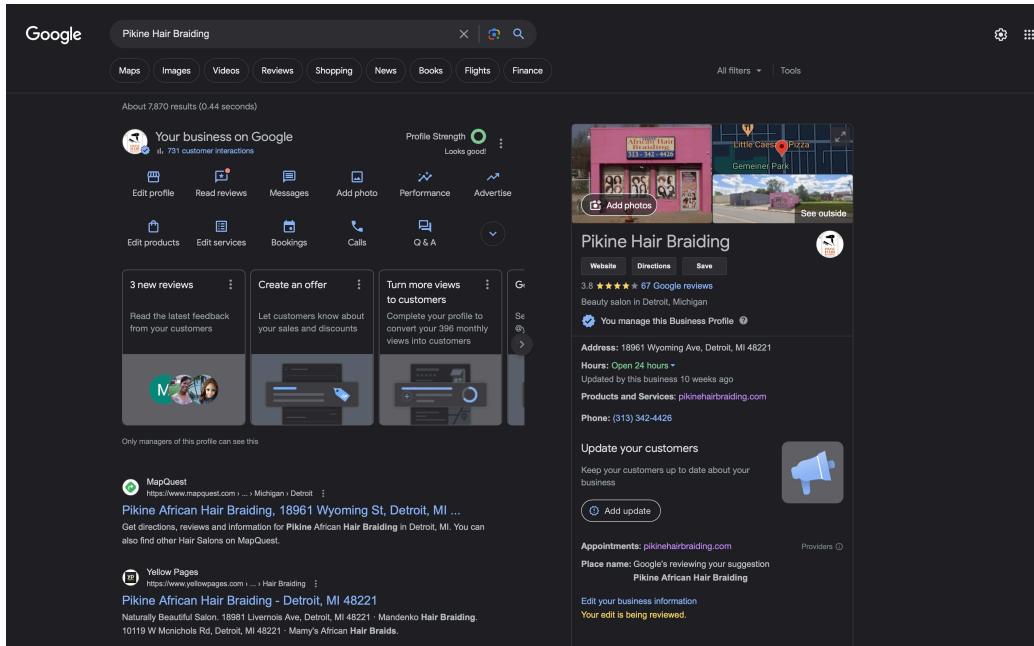
### **About Pikine African Hair Braiding:**

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 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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## ONLINE PRESENCE



## CUSTOMER REVIEWS

