



BLACK PAPER PARTY LAUNCHES VIBRANT & INCLUSIVE 2023 HOLIDAY COLLECTION

Bentonville, AR (October 5, 2023) **Black Paper Party** was born out of a love of Black culture and recognition that imagery of Black families and their experiences are underrepresented during the holiday season. Black Paper Party has become synonymous with spreading joy and inclusivity, and has further expanded their range of offerings that will delight and hopefully inspire.

In addition to their collection of wrapping paper and gift bags, 24 karat gold plated keepsake ornaments, stylish holiday cards, gift tags and stickers, and home and decor goods that feature Black families, Santas, angels and gnomes (humorously dubbed "gnomies"), Black Paper Party will be launching:

- Holiday ceramics- Stunning table top pieces that will make holiday gatherings truly special
- Holiday stockings- Add a touch of festive flair to the mantle with these unique pieces
- Metallic Gift Wrap- Elevate the gift-giving experience and add a touch of sparkle with new foil designs

In addition to previously launched designs (Kids on Kraft, Gnomies, Aunt Holly, Nutcrackers, Graphic Trees and Snow Much Fun), Black Paper Party launches the new Soul Christmas in 2023, a collection that pays homage to the 70's era with stylish designs featuring a retro twist.

Retailers

Outside of the items available on [BlackPaperParty.com](https://blackpaperparty.com), the brand will have some exclusive offerings with retail partners Walmart, Target, Macy's, Dollar General, CVS and Family Dollar.

- **Walmart**- Black Paper Party is launching an exclusive collection at Walmart in 2023: *Home for the Holidays* that embraces the traditional spirit of Christmas. The retailer will also carry Black Paper Party's new Home Fragrance collection of candles, wax melts and wax warmers featuring scents familiar to many festive black homes like sweet potato pie, caramel latte and hot toddy. These new collections will be available at select Walmart stores and on [Walmart.com](https://walmart.com).
- **Target**- Discover Black Paper Party's "Mudcloth Christmas" collection at Target, showcasing gift bags and gift wrap with African-inspired prints, adding a unique touch to the holiday celebrations. The collection will be available at select Target stores nationwide as well as at [Target.com](https://target.com).
- **Macy's**- Share the holiday spirit with loved ones with gifts wrapped in Black Paper Party wraps and bags, available at select Macy's stores and online at [Macys.com](https://macys.com).
- **Dollar General**- Black Paper Party makes its debut in Dollar General with Family Pajamas and an exciting new paper partyware line perfect for the kiddie table. The whole family can wake up early for Christmas breakfast in Black Paper Party pajamas and eat with paper cups, plates, and napkins that reflect the Diaspora and are ideal for easy cleanup. Just don't forget to commemorate those moments and tag [@blackpaperparty](https://twitter.com/blackpaperparty) in those family photos!
- **CVS**- New for 2023, you can find Black Paper Party's gift bags and wrap at CVS nationwide,

ensuring gifts are beautifully presented at every holiday gathering.

- **Family Dollar-** Black Paper Party will offer two metallic wrapping paper styles: one featuring a festive winterscape and the other featuring the cute Black Paper Party kids and woodland animals!

Images of all products are available to download [HERE](#). The 2023 collection is now available at BlackPaperParty.com; and will begin rolling out with retail partners in October and December.

About Black Black Paper Party

Co-founded in 2020 by three Black women with over 25 years of combined experience in retail, product development and creative design:

- **J'Aaron "Jae" Merchant** (Chief Creative Officer) is a Caribbean illustrator and animator with a background in children's literature as well as animated film and tv. Through her passion for diverse representation through visual storytelling and digital media, J'Aaron creates all of the lovely characters that you'll see throughout the Black Paper universe. Originally from the US Virgin Islands, J'Aaron earned her BFA from Savannah State University and studied animation at the Savannah College of Art & Design. She has illustrated several children's books and worked with Disney, Sesame Street, PBS Kids, creating characters and stories that reflect the modern world. J'Aaron is also a co-founder of Black-Owned NWA, an organization that highlights and amplifies Black Owned Businesses and resources within the Northwest Arkansas community.
- **Jasmine Hudson** (Chief Merchandising Officer) is an entrepreneurial retail professional with a track record of developing, launching and scaling major national brands and products. Born and raised in Cincinnati, Jasmine earned her degree in e-commerce and supply chain management from Tennessee State University. Upon graduation, she joined the team at Walmart, holding several positions in merchandising including buying and financial planning of portfolios valued at over \$2.3 billion in sales annually. Jasmine is also a co-founder of Black-Owned NWA, an organization that highlights and amplifies Black Owned Businesses and resources within the Northwest Arkansas community.
- **Madia Willis** (Chief Executive Officer) is a Liberian-American designer and entrepreneur hailing from Washington, DC. She received her BA from Columbia and fell in love with fashion and textiles while studying abroad in Ghana, where she later returned to launch a clothing line named Biribelle. She continued her studies of textile design at Central Saint Martins School of Art and Design in London, Drexel University and Philadelphia University. She then worked as a textile designer at Target while also serving as the creative director of retention strategy informing solutions to create a diverse community at the corporation. She then transitioned to a position in product development and sourcing at Walmart, successfully launching a \$1 billion children's brand. She was most recently a senior level development manager at Five Below, providing art direction, product engineering, trend forecasting and merchandising for home, accessories and stationery products.

The co-founders have won first place at The Workshop at Macy's first Vendor Pitch Competition and the Amazon Black Business Accelerator Award. Black Paper Party has also been featured by such respected media outlets as the *Today Show*, *Kelly Clarkson Show*, *Bloomberg*, *Black Enterprise*, *Essence*, *Ebony*, *Huffington Post* and *Business Insider*.

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