



REFINERY29

**Refinery29's Unbothered Hosts 'Wash Day' Virtual Retreat  
for Black Women, Presented by Emerge**

*Join Unbothered and Emerge for a day of tutorials, conversations and workshops  
around haircare, self-care, and self-investment*

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**January 17, 2021** — [Unbothered](#), Refinery29's community created for and by Black women, is continuing to expand its footprint in experiential with a virtual event to celebrate Black women's shared experience of haircare. Presented by natural haircare brand [Emerge](#), Unbothered will host a day-long virtual retreat called [Wash Day](#) featuring tutorials, conversations and workshops around haircare, self-care, and self-investment.

For Black women, tending to their hair is more than just a routine; it's a ritual that gives them time to reflect, rinse it all away and connect with their culture. With Wash Day, Unbothered will celebrate the community ritual, create a communal safe space to release

the trauma of 2020, and start 2021 off right. Free and open to all on Refinery29's Facebook Live, the dynamic event will bring the Unbothered team together with leading Black hair gurus and tastemakers including Choyce Brown, Scottie Beam, Chrissy Rutherford, Nigella Miller, Chelsea Sanders, Laurise McMillian, Stephanie Long and more. From a tutorial on how to cut your dead ends to setting the official 2021 cultural calendar, Wash Day will cleanse, condition, and protect your New Year energy.

"Black women know the healing power of a good Wash Day, and at Unbothered, we always look to celebrate moments of joy, power, and self-care together with our community." said Chelsea Sanders, Unbothered's VP, Brand Innovation and Strategic Partnerships. 'Inspired by our audience's love for hair talk, Wash Day began as an editorial beauty series and now — at a time when we're all yearning for a sense of community and connection — will grow into an experiential event for Black women to share, learn and commune in our virtual hair salon. We're thrilled to collaborate with Emerge to bring this fresh take on Wash Day to life, and we look forward to developing new and perceptive ways to serve young Black women today."

Despite the virtual event fatigue felt industry-wide and following the success of recent offerings which have garnered nearly 1MM views — from 'The Black Woman Is Essential' series with Target to the #BuyBlackFriday Initiative with Facebook — Unbothered continues to find success in virtual events thanks to their loyal and engaged audience of young Black women who always show up.

As Refinery29's leading engagement channel with a 40% increase in site traffic to Unbothered stories and 89% increase in Instagram followers YoY, Unbothered is committed to providing a safe, celebratory and cathartic space for Black women to feel seen and heard. Wash Day is a reflection of that commitment, representing the close relationship it's built with its trusted audience. Three years after its creation, Unbothered has grown from a dedicated IG channel to a global multi-platform sub-brand that includes a vertical on refinery29.com, a monthly newsletter, viral 'Go Off Sis' IGTV series and award-winning podcast, live events, editions in the UK and Canada and more.

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## **ABOUT REFINERY29**

[Refinery29](#) is the leading media and entertainment destination focused on women. Through a wide spectrum of lifestyle stories, original video programming, social, shareable content, and experiences, Refinery29 provides its global audience with the inspiration and tools to discover and pursue a more independent and informed life. Refinery29 is part of [Vice Media Group](#), the world's largest independent youth media company.

## **ABOUT EMERGE**

[Emerge](#) is a new brand of haircare products for a new wave of creative naturalistas. Infused with almond milk and pequi oil, Emerge helps keep your curls and coils moisturized and defined. Formulated without sulfates, parabens, phthalates, silicones, mineral oil, petrolatum or dyes – our products love your hair back.

## **ABOUT VICE MEDIA GROUP**

[VICE Media Group](#) is the world's largest independent youth media company. Launched in 1994, VICE has offices in 35 cities across the globe with a focus on five key businesses: VICE.com, an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy-winning international television network; a Peabody award-winning NEWS division with the most Emmy-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency with 25 offices around the world. VICE Media Group's portfolio includes [Refinery29](#), the leading global media and entertainment company focused on women; [PULSE Films](#), a London-based next-generation production studio with outposts in Los Angeles, New York, Paris and Berlin; [i-D](#), a global digital and bimonthly magazine defining fashion and contemporary culture; and [Garage](#), a digital platform and biannual publication converging the worlds of art and design.

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