



REFINERY29



Refinery29's Unbothered Unveils Keke Palmer as First-Ever Creative Advisor and Digital Cover Star

Unbothered bolsters brand with the addition of Keke Palmer as Creative Advisor and Brooke Obie as Deputy Director

The digital video cover and additional images can be found [HERE](#).

NEW YORK — April 22, 2021, [Unbothered](#), Refinery29's community created for and by Black women, today announced that Keke Palmer will be collaborating with the multi-platform sub-brand as a Creative Advisor. In this newly created role specifically curated with Palmer, she will creatively consult across Unbothered, supporting and co-developing new projects that push conversations and Black culture forward. In this role, Palmer will partner with Unbothered to dream up new ways to build Black joy into everyday content across platforms, ask those tough and taboo questions around race and community that need answers, and most of all, continue to create a safe space for Black women to be their freest selves.

Keke Palmer shared the news in an [exclusive video](#) to the Unbothered audience, stating that:

"I'm literally too excited about this. I started working with Unbothered years ago as a talent and I just loved how they created a safe space for Black women to share their stories, their experiences, their creativity — and their joy, honey! Because let's not get it twisted, I'm very joyous... and no one's going to steal my joy," says Keke Palmer, Creative Advisor to Unbothered. "I'm so excited to partner with them and to continue to expand that ever-evolving story, our narratives. Some of our dream goals this year would be from the podcast to videos and hopefully when the world begins to open up for real, initiatives outside of online that continue to allow us a platform to meet and talk and elevate. I'm just so excited. This is a new experience for me, but I'm ready to take it all on."

The news of Palmer's appointment comes as Unbothered launches their [first-ever digital cover](#) with Keke Palmer also serving as the star. Photographed by Kanya Iwana and penned by Alanna Bennett, the cover story focuses on the complicated relationship Black women have with wellness and self-care as well as Keke's journey navigating anxiety and depression alongside a demanding career. Timed to Earth Day, the digital cover is the lead feature within Unbothered's [High Impact](#), their editorial package aiming to rewrite the rules of

wellness for Black women — from highlighting the Black women fighting for the future of the environment to exploring alternative forms of wellness for Black women.

Select quotes from the interview:

On Her Lead Role in Jordan Peele's Mysterious New Movie:

"GIIIIIRRL! It's just the kinda thing that's serendipitous. Things are aligned. It's like the things you wish for actually coming to fruition."

On Getting Through COVID-19:

"I think that's why I was able to push through so much of [the last year]. I was just so happy that I was able to work and do what I love because so many people were not."

On career burnout:

"I've been burnt out many times. It's just kinda what happens when you push yourself, and unfortunately when you're the kind of person that I am, [someone] who takes on so much at one time."

On self-care:

"When I really need a break to rejuvenate, I don't wanna be around anyone," Palmer says. "Not a romantic person, not a friend, not a mom, not a dad, not a sister, not a brother, not anyone. It gets to the point where I'm exerting so much energy that I really just have to be around no one."

In addition to Keke Palmer, Unbothered has hired award-winning author and entertainment journalist, Brookie Obie, as Deputy Director. As Deputy Director, Obie will oversee the execution of Unbothered's editorial strategy and drive its day-to-day content operations. Brooke will report to Chelsea Sanders, Unbothered's VP of Brand Innovation and Strategic Partnerships and work closely with Simone Oliver, Global Editor-In-Chief of Refinery29 to grow the Unbothered brand and bring Black stories across the diaspora to the forefront.

"At Unbothered, we're dedicated to celebrating moments of joy, sharing our collective power, encouraging self-care and examining harsh truths, which couldn't be more vital at a time when our trauma continues to be the reigning narrative," says Chelsea Sanders, Unbothered's VP of Brand Innovation and Strategic Partnerships. "As someone who embodies our values of reclaiming Black joy, creativity, and choice, I'm so thrilled to welcome the multi-hyphenate Keke Palmer into the Unbothered family. With Keke's sharp voice and Brooke Obie's prescient editorial expertise, I can't think of better collaborators to create culture-defining content that will bring Unbothered to the next level."

Obie comes with nearly 10 years of editorial experience with work featured in the New York Times, The Atlantic, LA Times, The Guardian, Salon, Essence, Ebony, Los Angeles Review of Books, Teen Vogue & more. Brooke most recently served as Managing Editor at Shadow & Act, being named one of [The Root 100's most influential African Americans in 2019](#) for her viral and exclusive interview with the family of Dr. Donald Shirley, "[How 'Green Book' And the Hollywood Machine Swallowed Donald Shirley Whole](#)," which shook up Hollywood and the 2019 awards season, leading conversations about appropriation, white savior narratives and systemic racism in Hollywood.

Brooke graduated from Hampton University, summa cum laude and Mercer University School of Law where she was the Eleventh Circuit Survey Editor of the Mercer Law Review. Brooke received her MFA in Creative Writing at The New School and was a 2014 finalist for the Fulbright Fellowship for her thesis, which became her debut novel BOOK OF ADDIS: CRADLED EMBERS.

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 be seen and heard. As the sub-brand continues to expand, Unbothered hopes to further that commitment to its dedicated audience by creating culture-shifting content and programming that speaks directly to them. 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.

ABOUT UNBOTHERED

[Unbothered](#) is Refinery29's community created for and by Black women, celebrating the beauty, strength, and power of Black femmes. As Refinery29's most engaged channel, Unbothered is a testament to the intrapreneurship of its Black employees, who started the brand in 2017 in order to see more of themselves represented internally and in media. Now, with an expansive reach across platforms including social, newsletter, podcast, and experiential extensions, Unbothered continues to expand upon its mission of providing a safe, celebratory and cathartic space for Black women to be seen and heard.

ABOUT REFINERY29

[Refinery29](#) is the leading media and entertainment destination focused on women and underrepresented voices. 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 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; and [i-D](#), a global digital and bimonthly magazine defining fashion and contemporary culture.

