



REFINERY29



Refinery29's Unbothered Mounts Celebration of Black Love With Month-Long Programming Across Platforms

Refinery29's Unbothered, a Vice Media Group entity, spotlights the power of Black Love with digital cover star Chlöe Bailey, Niecy Nash on Go Off, Sis podcast, and a video series with Creative Advisor Keke Palmer, alongside inclusive stories of love and community connection



NEW YORK — NOVEMBER 4, 2021, [Unbothered](#), Refinery29's community created for and by Black women, today announced a month-long celebration of Black love featuring multi-platform inclusive content and curated talent integrations. From redefining what self-love looks like with their audience to rethinking the concept of relationship goals, Unbothered is taking a look at the strength, beauty, and vulnerability of Black love. Seeking to break down outdated notions and build new ways to connect, Unbothered is establishing a new standard for the kind of love Black women and the community deserve in conversation with Chlöe Bailey, Niecy Nash, Keke Palmer, Serayah and more.

To kick off, Unbothered today unveiled Chlöe Bailey as their latest digital [cover star](#) where she opens up about her journey to self-love and struggle with imposter syndrome. Photographed by Lelanie Foster and penned by Tre'vell Anderson, the digital cover is the lead feature within [Black Love](#), Unbothered's editorial package dissecting the complications and considerations of what it means to love and be loved in 2021. Additional features include a personal essay about the importance of radical body love, an investigation into Black women looking for love on reality tv, a personal account on the autonomy of sex work on Only Fans, and more.

Select quotes from Chlöe Bailey interview:

On navigating anxiety and imposter syndrome: "If I had to choose just one word to describe this era of my life, it would be 'complicated,'" she shares. "Some of the challenges that I'm

navigating that no one really sees is that I'm still battling anxiety and I think I have imposter syndrome, because no matter what I do, I feel like it's never good enough," she says. "I'm always trying to beat myself and outdo myself. If I can't or if there's like the slightest struggle, I tend to beat myself up."

On 'Have Mercy' and learning to love her body: "It was about me responding to everyone and almost really owning who I am and accepting myself and my body. The person that I am on the song is where I'm trying to get mentally."

"The journey of learning to love my body has its highs and lows. Some days I look in the mirror and love what I see and some days, not so much. I'm still learning to love it equally each day. But right now I haven't mastered it."

On the message she hopes to convey to other young Black women: "Believe and fight for yourself. When you feel like your voice is small and no one can hear you, scream louder."

The digital cover and additional images are available for download [HERE](#).

"We don't often see positive depictions of Black love in media and that's why, at Unbothered, we're committed to opening up the conversation with inclusive examples that affirm us and speak to its communal power," said Chelsea Sanders, Vice President, Multicultural Brand Strategy and Development, Refinery29's Unbothered & Somos. "We know our audience wants to see real depictions of love year round, so we're pulling out all the stops and creating a safe space that centers our love stories across all channels, in collaboration with some of our favorite voices. From Creative Advisor Keke Palmer and Chlöe Bailey to Niecy Nash and Serayah, to everyday stories of love from our community, I'm excited to celebrate Black love together with our audience for what it is: a reclamation of joy for ourselves."

Unbothered will also bring the conversation around Black love to their award-winning podcast, *Go Off, Sis* featuring special guest Niecy Nash. In this [episode](#), available today, Unbothered editors discuss how to navigate relationships, marriage and the question of monogamy while Niecy Nash reflects on the final season of *Claws* and her first year of marriage to her wife, Jessica Betts. Currently in its 5th season in partnership with Target, *Go Off, Sis* is the brand's award-winning five star podcast dedicated to spotlighting Black voices and confronting the hard truths about being a Black woman today.

Select quotes from Niecy Nash Interview:

On her marriage: "The thing that makes this relationship different from many others that I've experienced, is that, for me, it is the first time I feel fully seen. To be fully seen and then, doubled down with fully accepted, feels like magic."

On bring proactive in dating: "People don't believe me when I say that I used to be on all the dating sites.... I was on Yahoo, I was on, uh, BlackPeopleMeet, I was on Christian girl, Christian girls with weaves. I was, whatever they all was, I was on all of 'em, with my real face. And I hated that part of it. So I had to make it an event. So I would only look at profiles on Sunday. I would have wine. I would light a candle. I would like get into my right head space, and I would see what the boys were talking about."

On advocating for her character in Claws: “When I first got into the hair and makeup, and did the camera test for Desna, she had a bob with blonde highlights. Very soft, beachy... I put that wig on, I stood in them clothes, and I said, I don’t understand it. Everything about it felt false.”

“I fought up until the night we began principal photography to wear my hair just straight, straight,” Nash recalls. “No curls, nothing. [I changed her] clothes. I fixed myself up the way I thought she would look, and I sent the photos to all the powers that be.”

Next week, Unbothered and Keke Palmer will release the second episode of [Keke’s Korner](#), their newly launched video series that explores love, relationships and dating. This special episode will tackle topics like interracial relationships, how to make the first move, and the taboo of having sex on the first date. As Unbothered’s [recently announced Creative Advisor](#), Keke Palmer is collaborating with Unbothered to ideate, curate and co-develop new projects that push conversations and Black culture forward.

Throughout the month, Unbothered will also publish two special episodes of their long-running viral video series, [Dear, Black Love](#). Spotlighting real couples through the lens of Blackness and intersectionality, Dear, Black Love is an audience favorite that has performed 284% above benchmark in 2021. The first episode will spotlight Brea Baker and Mariah Rae and their experiences as two queer black women — from getting married during the pandemic and navigating a long-distance relationship to balancing their sexuality with their religion. The second will feature actor-singer couple Serayah McNeill and Jacob Latimore as they reflect on their relationship, their love languages and the importance of having a partner with shared experiences. As Refinery29’s leading engagement channel, Unbothered has been dedicated to spotlighting nuanced stories about the Black experience since its inception and this launch is a reflection of the brand’s immense growth on the eve of its 4-year anniversary next month.

###

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 live 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](#), a global multi-platform media company.

ABOUT VICE MEDIA GROUP

VICE Media Group is a global multi-platform media company. Launched in 1994, VICE has offices across 25 countries 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. 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 and design.

