

# Afro Unicorn® Teams up with Citi Trends for Celebratory Summer Event at Dallas Flagship

*Afro Unicorn®, one of the fastest-growing lifestyle brands, is proud to announce its continued expansion with Citi Trends, a leading specialty value retailer.*

LOS ANGELES, CA, U.S.A., July 8, 2024 /EINPresswire.com/ -- With summer in full swing, it is the perfect time to celebrate children and uplift their spirits. [Afro Unicorn®](#), one of the fastest-growing lifestyle brands, is proud to announce its continued expansion with [Citi Trends](#), a leading specialty value retailer. Customers will be greeted by [April Showers](#), Afro Unicorn's founder and CEO and Magical the Unicorn at a highly-anticipated in-store event at the Dallas flagship (9779 Forest Lane, Dallas, TX) on July 13 from 1-3 pm where they will enjoy festive family-activities.



*Afro Unicorn*  
Unique. Divine. Magical.

Afro Unicorn official logo

Ms. Showers says, "Our expansive collaboration with Citi Trends speaks to our mission of creating where kids can truly see themselves." She adds, "we are thrilled to bring this joyful and inclusive experience to families, and we look forward to celebrating with everyone at our upcoming event."

Citi Trends is the ultimate destination for the largest variety of Afro Unicorn® apparel, accessories, educational toys, games, unique hair and beauty products, and much more. Children will be delighted by Afro Unicorn® Coloring and Activity Books with Tattoos, Pack & Play Coloring Book with Crayons & Stickers, Corso Cookies & Color-a-Treat set, and the engaging Unicorn Jigsaw Puzzles, all available at accessible price points. The exceptional Afro Unicorn T-Shirts are designed for everyone and celebrate every occasion with confidence-building "Afro-mations" that include sayings such as "Believe in Magic" "Be Unique," and "100% Magical." Adding

to the excitement, Afro Unicorn® fruit snacks bring extra magic to the mix.

Citi Trends is also the place for Afro Unicorn-branded Magical Tresses hair care and styling products. The kid-friendly, mom-approved line offers an unrivaled hair care experience for all curl types. The one-of-a-kind line, a collaboration with Magical Beauty, Afro Unicorn's first black-owned global licensing partner, features fun vibrant colored packaging and a fruity fresh scent infused with rich exotic fruit extracts that moisturizes, strengthens and prevents hair damage.

Enjoy some summertime fun with beauty items for kids such as brushes, barrettes, nail polish, lip balm, satin edge hair wrap, and even satin sleep bonnets to get ready for a good night's sleep.

## About Citi Trends



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*April Showers, Founder and CEO of Afro Unicorn®*

and children of color how unique, divine, and magical they truly are.

To learn more about Afro Unicorn® and how you can become part of this inspiring community, please visit Afro Unicorn® or follow the brand on Instagram, Facebook and TikTok.



The graphic is a vertical rectangular poster with a pink background. At the top left is the Afro Unicorn logo, which includes a brown unicorn head with a blue horn and the text "Afro Unicorn Unique. Divine. Magical." Below the logo is a photograph of a woman with long braided hair, wearing a white top and a blue skirt, standing next to a large brown Afro Unicorn mascot. They are positioned in front of a colorful rainbow archway. To the right of the photo is a white speech bubble containing the text: "Come explore the exclusive collection and grab a beautiful balloon from the Afro Unicorn balloon artist!". At the bottom of the graphic, there is a white rounded rectangle with the text: "Meet April Showers (Founder & CEO) & Her Pal Magical The Unicorn". Below this, in teal text, is "Saturday, July 13<sup>th</sup> | 1-3 PM CST". At the very bottom, the Citi Trends logo is displayed in yellow and blue, followed by the address "9779 Forest Ln, Dallas TX 75243".

**Meet April Showers (Founder & CEO) & Her Pal Magical The Unicorn**

**Saturday, July 13<sup>th</sup> | 1-3 PM CST**

**CITI TRENDS** 9779 Forest Ln, Dallas TX 75243

Meet April Showers and Magical the Unicorn

Subscribe to Afro Unicorn's YouTube Channel to enjoy a brand-new Afro Unicorn Kids Show featuring Eden, Olivia, Ms. April, and friends. Let the adventure begin!

As part of its indelible social impact initiative, the Afro Unicorn Foundation, is committed to championing young girls, helping them discover their unique potential and become confident leaders of tomorrow.

#### About April Showers

April Showers is the trailblazing Founder and CEO of Afro Unicorn®, the first Black woman to launch a licensed character brand in 40,000+ retail stores with 25 product categories. Afro Unicorn amplifies representation and inspires empowerment, reminding women and children of color how unique, divine, and magical they truly are.

To learn more about April Showers, please follow her on her Instagram and LinkedIn.

Beth Brett

Beth Brett Communications

+1 720-656-6544

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DIVINE.  
MAGICAL.

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