



## FOR IMMEDIATE RELEASE

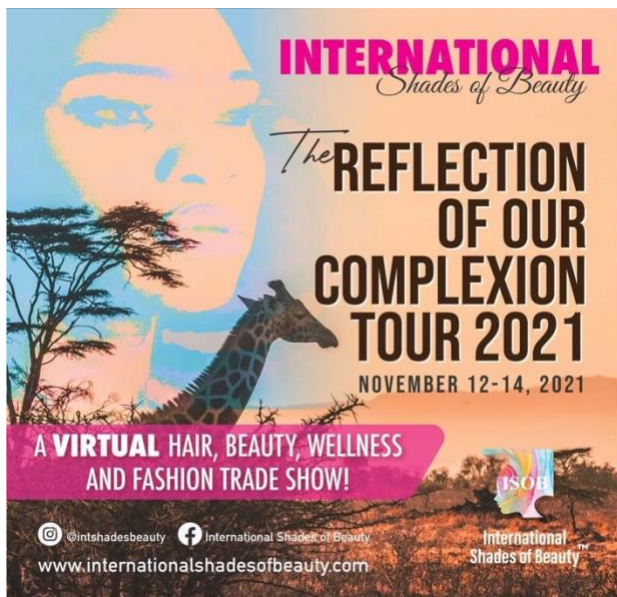
*The innovative business management company, Pearls Management, presents the International Shades Of Beauty Virtual: Kenya The Reflection Of Our Complexion Virtual Tour 2021.*

**Worldwide** - The team at Pearls Management led by the forward-thinking Dr. Robyn S. Joppy has announced plans for the upcoming International Hair, Beauty, Fashion, Wellness, and Business Trade Show, which is scheduled to hold from November 12 to 14, 2021. The event is the third edition of the show as a follow-up to the 2020 edition.

The global fashion and beauty industry have evolved over the years, growing to become a multi-billion-dollar market. Several brands have emerged to deliver solutions to meet the diverse needs of customers. Unfortunately, there are not enough platforms to bring together the different stakeholders in the industry. However, Dr. Robyn S. Joppy and her crew are looking to make a difference with ISOB.

The International Shades Of Beauty (ISOB) was initially launched in Dubai in 2019, built on the core principles of Education, Integrity, and Economic Development for Empowerment. However, the 2020 edition of the show, which was supposed to go to Ghana and Kenya, was held virtually due to the pandemic. Subsequently, ISOB made history as the first and largest virtual event of its kind, with 80 educators and attendees from different parts of the world, including Australia, Canada, Turkey, Portugal, United Arab Emirates (UAE), Africa, United States of America (USA), Belize, and Iran, amongst others.

**The ISOB Virtual:** Kenya The Reflection Of Our Complexion Virtual Tour 2021 seeks to make the experience a notch higher, featuring educators from Finland, Ghana, Kenya, the UK, UAE, Canada, and the USA. The goal is to empower, enlighten, and educate attendees about all things beauty, wellness, fashion, and business, with the virtual doors opening at 8 am each day. The event is an opportunity to empower professionals and upcoming hair, beauty, and fashion industry educators as well as introduce new brands to a global market.



Join the master educators around the globe to learn the latest trends in the hair, beauty, fashion, and wellness industries. Educators expected this year includes Celebrity Makeup Artist Marietta Carter Narcisse, Celebrity Hairstylist Penna'e Akpuru, Brandii Ambrose, Deleesa St Agathe, Dr. Dre Ramseur, and many more. [Click here](#) to know more about the ISOB Educators.

Penna'e Akpuru is a Celebrity Stylist and Salon Owner in Atlanta, Georgia (USA) who has been working with Hollywood celebrities such as Steve Harvey, Ruby Dee, Mary Mary, Shirley Strawberry, and many more. The celebrities she styles are living their dreams, and Penna'e believes every person deserves that same privilege. Penna'e was also part of the launch in 2019 and is now ISOB's Creative Director.

The Celebrity Stylists and Pro makeup artists will show you the most advanced skills. For example,

- How to get red carpet ready Hollywood style
- The art and science of coloring hair
- Art to make a wig on a sewing machine
- Wellness and your inner beauty
- How to go from being a YouTuber and beauty influencer to being on and winning Netflix's "The Circle"
- The art of airbrush makeup
- Contouring made easy
- The state of pandemic hair
- Minding your beauty business

Educators, followers, and supporters from around the world are invited. Tickets are on sale now. Let's make history together again!

Registration for Africa: [Click here](#).

Registration for all other countries: [Click here](#).

Students currently attending Beauty, Barber, or Fashion School can receive a complimentary ticket to attend but they must register. Registration for all students: [Click here](#).

For more information about the event, schedule, tickets, exhibitor, and sponsorship opportunities, visit - [www.internationalshadesofbeauty.com](http://www.internationalshadesofbeauty.com). For regular updates, follow ISOB on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#).

### **About International Shades of Beauty**

International Shades of Beauty (ISOB) is the vision of Dr. Robyn S. Joppy and is supported by a group of powerful, multi-racial, entrepreneurial women and men who desire to give anyone connected to the beauty industry, domestically and internationally, the tools, resources, and exposure needed to be successful.

### **About Pearls Management**

Pearls Management was founded by Dr. Robyn S. Joppy as a business management company, with an astounding team of professionals working in partnership with clients to offer the best professional experience that delivers tangible results.

### **Media Contact**

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We would like to thank all of the media outlets who have shown us love and support thus far. If you are a member of the media, including journalists and bloggers, and would like to attend ISOB 2021 or receive additional information, please send an email to: [info@internationalshadesofbeauty.com](mailto:info@internationalshadesofbeauty.com)

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