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**Content Creator MsDevotedTiff uses Beyonce’s “Brown Skin Girl,” to create a visual counteracting Colorism**

*“Love Letter to My Hue,” celebrates black women of a darker hue*

Savannah, GA (May 20, 2021) – MsDevotedTiff is a creative (writer and choreographer) and performing arts major currently attending the HBCU Savannah State University. Two years ago, when the “The Lion King: The Gift” soundtrack was released, and she first heard the track “Brown Skin Girl” by Beyoncé, SAINT JHN and Wizkid that featuring Blue Ivy Carter, like many women across the world, it touched her. Although it was a song that became an instant anthem for all brown skinned women, she appreciated the specific nod given to those of a darker brown hue, with the lyrics that celebrated Naomi, Lupita and Kelly Rowland. She was inspired by those lines and knew immediately she wanted to create a visual. MsDevotedTiff stated,

“I wanted to use my talent as a creative to put together a beautiful piece of work specifically celebrating my own hue, so that I could ensure there is something out in the universe that darker skinned little girls or even adults, could refer to whenever they want to feel celebrated in visual form. There are many visuals that celebrate the beauty of lighter skinned women, and they are indeed beautiful. There’s no hate or competition behind my work. I wanted to do my part to bring more balance and counteract the effects of colorism. Instead of just complaining that darker skin women are disproportionately underrepresented in music videos, media and the entertainment industry as a whole, I wanted to take action.”

Regarding colorism in media and even the personal preferences of many notable black men who use their platform to inadvertently contribute to colorism in media, MsDevotedTiff’s firm belief is that people are certainly entitled to their opinions, preferences and natural attractions; however, they can have a preference without having to demean, insult or diminish the beauty of the darker skin tones that are not their preference. They can complement the beauty of a woman whose lighter skin tone that they do prefer, without having to include what they don’t like about darker skin or using that moment to perpetuate negativity and stereotypes about darker skinned black women.

The visual starts with MsDevotedTiff scrolling on social media and coming across quotes from black male celebrities and sports figures that are speaking negatively about women with darker brown skin. It disheartens her. She then cues up “Brown Skin Girl” and relaxes on her beach towel. The story continues with her attempting to rehearse a dance and struggling, unable to get into a good head space, her confidence shaken as she thinks on the posts she saw. She then stumbles across a “Brown Skin Girls Club” meeting card and heads to the location where she finds a group of darker brown skinned women that welcome her, affirm her and eventually encourage her to go get dressed up. While changing clothes, she starts doubting herself in the mirror, but her doubt is counteracted by beautiful flashes of black love, black girl magic and black boy joy. She is renewed once again, celebrating in dance and then stumbling across a dark brown skinned man that appreciates her beauty. She wakes up, realizing it was all a dream, or was it...

The project is being released today, May 20<sup>th</sup>, on her birthday. Creative direction by and starring Tiffany “MsDevotedTiff” Wright with cinematographer Will “Will Shoots” Eriden. The visual features Kevin Forrest, HFL Magazine CEO as the love interest along with Jocelyn Benford, Shanny Dennis, Porsha Johnson, Christa Sylla and Lakeisha Tisdale, as the Brown Skin Club members. “Love Letter to My Hue” can be viewed on [MsDevotedTiff Youtube](#) or [MsDevotedTiff IGTV](#).

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