



Minority & Small Business



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'City of Roses'

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Committed to Cultural Diversity



Y'Nique McAllister Wright at the grand opening of her Y'Nique Touch Salon with the best friends who helped her plan the festivities. Pictured (from left) are DeSaree Hall, Wright, Celeste Tillman and Manerva Hart.

Starting a brand new business is really hard. Of course doing it during a pandemic is even harder. And when you're the face of the next generation of historic black-owned Portland businesses, the pressure is on!

In the middle of Portland's Alberta Arts District, at Northeast 13th and Alberta, sits the newest black-owned hair salon, Y'Nique Touch Salon.

According to owner Y'Nique McAllister Wright, this high-

Born in Tough Times New salon is face of next generation

ly-rated boutique is so much more than getting a blowout or protective hair style, it's about the vibe, esthetics and overall experience.

"From hair to heritage, we honor and nurture the roots we grew out of," Wright says, describing

the rich history of the arts district as well the neighborhoods of north and northeast Portland, the center of black culture in Portland.

"We are doing our part in contributing to the future by honoring the past which is evident via the

art work displayed on the walls throughout the salon," she said. "We focus on healthy natural hair which starts with the scalps, and the integrity and longevity of a healthy hair care regimen. Hair comes in all different colors, dif-

ferent shapes, different styles, different textures, and we cater to them all."

Services include both natural and chemically-treated hair solutions at an affordable cost.

A recent client called Y'Nique a rare find.

"I'm new to the area and I wanted a cute cut, but have never had a super short cut before. After looking on Google I came across a

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Beating the Odds for Business Start

Young woman finds success after troubled youth

BY BEVERLY CORBELL
THE PORTLAND OBSERVER

Few people could overcome Shalimar Williams' tough beginnings and open their own business,

but with the help of some caring individuals, the Soul District, and the city of Portland, she has beaten the odds and will open Holy Beanz Coffee Shop at Northeast 26th and Alberta at the end of November.

The odds started out against Williams when she was just a kid since

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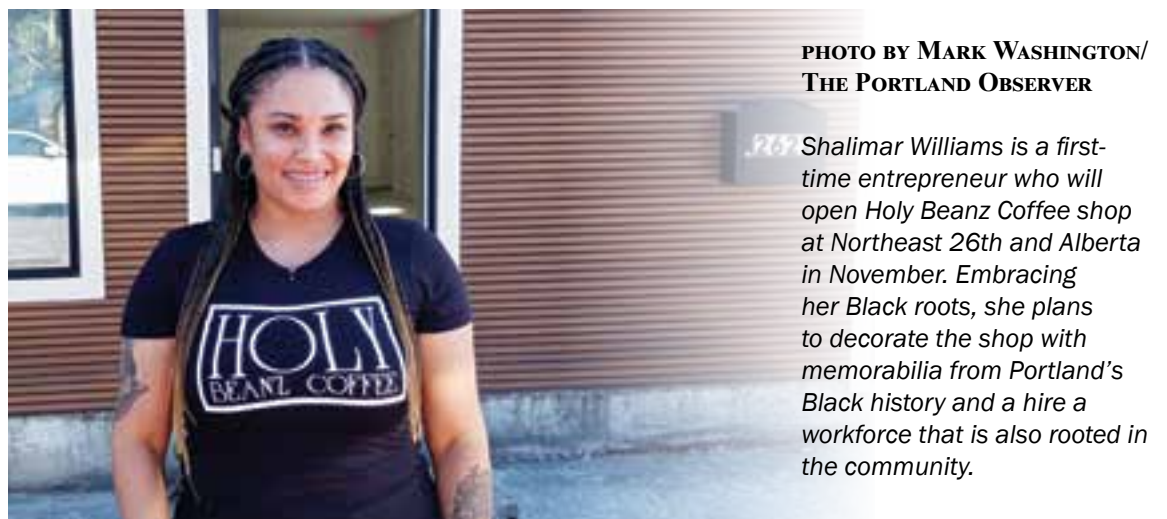


PHOTO BY MARK WASHINGTON/
THE PORTLAND OBSERVER

Shalimar Williams is a first-time entrepreneur who will open Holy Beanz Coffee shop at Northeast 26th and Alberta in November. Embracing her Black roots, she plans to decorate the shop with memorabilia from Portland's Black history and a hire a workforce that is also rooted in the community.