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**AFRICANANCESTRY.COM TRACES THE ROOTS OF LEADING BLACK FASHION INFLUENCERS**

*Artisans behind Cast of Empire (Season 1), the Late Great Prince and Curated Global Goods Showcase their African Countries of Origin through Today's Fashion Trends*

**WASHINGTON, DC (FEBRUARY 2017)** – Ever wonder why you navigate towards certain colors, shapes or textures? Do you have a flair for unique, unexpected fashion pairings? Well, guess what? It might just be in your DNA.

African Ancestry, Inc. (AfricanAncestry.com), the pioneers of genetics ancestry tracing for people of African descent, debuts a first-of-its kind fashion '[Lookbook](#)' to celebrate African influences in today's fashion mix, while highlighting the wardrobe forces behind blockbuster films, TV shows, A-list celebrities and the best place on earth to get cultural goods. Check it out here: <http://africanancestry.com/media-center/?lookbook=1>.

**MEET THE INFLUENCERS**

- Check out stylist to the stars **Germaine Hill** and hear about how this Fashion Fixer loves working with male models and misses designing Prince! Germaine's African roots traced to the Mende people of Sierra Leone and the Fula people of Guinea-Bissau
- Hollywood Costume Designer **Rita McGhee** shares the fashion load with her sisters and dishes on styling Empire's Cookie. Rita's roots traced to the Mende people of Sierra Leone.
- Nubian Hueman owner and curator **Anika Hobbs** brings trendy, world products to the streets of America. Anika's roots traced to the Masa People of Cameroon.



Styled by Germaine Hill  
Influenced by Sierra Leone and  
Guinea-Bissau

Housed in AfricanAncestry.com's new E-zine titled **INFLUENCE**, this special issue kicks off on the heels of Spring Fashion Week, adding a unique dimension to the dialogue. Visitors will learn more about each influencer, see their African inspirations at work and get exclusive video interviews with AfricanAncestry.com Co-founder Gina Paige. **INFLUENCE** is created to help inspirational African Americans across culture, business, faith and education discover their African roots and showcase the impact in their work.

Readers can share their personal styles on African Ancestry's Instagram, Twitter and Facebook at #RootsofStyle. For more information on African Ancestry visit [www.AfricanAncestry.com](http://www.AfricanAncestry.com). Media can contact Nichole Taylor at [taylor@taylorcommunicationsgroup.com](mailto:taylor@taylorcommunicationsgroup.com).

**ABOUT AFRICAN ANCESTRY**

Founded in 2003, African Ancestry Inc. (AfricanAncestry.com) pioneered African lineage matching in the United States utilizing its proprietary DNA-database to more accurately assess present-day countries of origin for people of African descent. African Ancestry's products include the MatriClan™ and PatriClan™ ancestry tests, myDNAmix Admixture tests; and customized memorabilia and informative resources. African Ancestry is African-American-owned and headquartered in Washington, DC. For inquiries, contact [taylor@taylorcommunicationsgroup.com](mailto:taylor@taylorcommunicationsgroup.com).

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