

The
**Culture
Report**

Q1 2025

General *U.S.* News



* Trump Admin Policies Spark Mass Protests, Lawsuits & Boycotts

Less than 100 days into Donald Trump’s second presidential term, the widespread impact has already devastated the fabric of democracy. Trump’s DEI rollbacks have impacted big box retailers, universities, national parks and museums, and nearly every federal government sector. From mass layoffs sparked by Musk’s “Department of Government Efficiency” to accidental deportations, tariff wars, and attacks on media and universities, the reality of the Trump administration has left Americans in uncertain times.

Source

Source

Source



* Political Leaders Protest Impact of Presidential Admin on Black Community

Texas Democratic Rep. Al Green was ushered out of the U.S. Capitol during President Donald Trump's joint congressional address in early March. The 77-year-old Congressman refused to be seated during the address, opposing Trump’s threats to cut Medicaid. Most recently, Senator Cory Booker broke a historic record with his moving 25-hour Senate floor speech against the president.

Source

Source



* Black Media Fundraise \$10M for Black Families Impacted by L.A. Wildfires

Wildfires ravaged Southern Los Angeles, leaving more than 40,000 acres in California burned, including Altadena, a neighborhood just north of Pasadena that was one of the first middle-class neighborhoods for Black families in California. Black Media stepped in - Afropunk, Essence, Spill, and WalkGood LA teamed up, putting out a community call for funding to help Black families impacted by the fires rebuild. Together, they raised over \$10 million for hundreds of families in need, proving the power of Black media for our communities.

Source

Source

Fashion & Art



* Gap Partners With Harlem Fashion Row For Collab Celebrating Culture

Gap and Harlem's Fashion Row (HFR) partnered to release a 16-piece, limited-edition collaboration featuring the work of six Black designers. The collection, launched during Black History Month, reimagines Gap's most iconic wardrobe staples from the creative talents behind A. Potts, BruceGlen, KAPHILL, N'Gai, and Richfresh. Since 2019, Gap has been a long-standing community partner of HFR — helping support their mission.

Source



* Pat McGrath Makes History as Creative Director of Louis Vuitton's First Makeup Line

Legendary makeup artist Pat McGrath has just made history as the first-ever Creative Director of Cosmetics for Louis Vuitton. This groundbreaking announcement came just days before the fashion house's Women's Fall/Winter 2025 show in Paris, marking a new era in beauty. With decades of industry-shaping expertise, McGrath has spent over two decades creating unforgettable beauty moments backstage at Louis Vuitton runway shows. Now, she's taking her impact to the next level with "La Beauté Louis Vuitton," the highly anticipated makeup line she has secretly been developing for the past four years.

Source



* Serena Williams Becomes Part Owner of Canada's First WNBA Team & Plans to Spearhead Merchandise Creation

Serena Williams has officially joined the ownership group of the Toronto Tempo, Canada's first-ever WNBA team. The WNBA awarded Toronto an expansion team in May 2024, marking the league's first franchise outside the United States. The Toronto Tempo will begin playing in the 2026 season. According to a press release, she plans to assist with jersey designs and create exclusive merchandise collaborations for Tempo.

Source

Sports & Entertainment



* Kevin Hart Announces Release of ‘Lil Kev,’ the First Original Animated Series on BET+

Kevin Hart is taking us back to the streets of North Philadelphia in the early ‘90s with his new adult animated series Lil Kev, marking BET+’s first foray into adult animated storytelling. The groundbreaking series premiered this spring. Hart, who serves as an executive producer under his Hartbeat production banner, describes the series as a “hilarious celebration” of his roots. Hartbeat has been expanding its creative partnerships in recent years, boasting partnerships with Toyota and a Tiny Desk spoof featuring the comedian in celebration of the April Fool’s holiday.



* Coco Gauff Donates \$100K to UNCF to Fund Scholarships for HBCU Tennis Players

Coco Gauff has donated \$100,000 to the United Negro College Fund (UNCF) to establish the Coco Gauff Scholarship Program, benefiting student-athletes playing tennis at Historically Black Colleges and Universities (HBCUs). Announced on February 4th, the scholarship continues Gauff’s commitment to uplifting her community and investing in education, making her the youngest major gift donor in UNCF’s eighty-year history.



* LSU Star Flau’Jae Johnson Teams up With Experian to Wipe Out \$5 Million in Debt for Louisiana Families

LSU basketball player Flau’jae Joh has partnered with Experian to help eliminate \$5 million in consumer debt for Louisiana families. As part of the initiative, announced on March 14th, Johnson will serve as a spokesperson for Experian’s latest campaign, which aims to relieve financial burdens for 5,000 families in the state.

Source

Source

Source

Source

Source

Business & Entrepreneurship



* Black-Owned Social Platform ‘SPILL’ Launches Equity Crowdfunding Round for Users

SPILL, the next-generation social media redefining how culture is shared and created, is inviting the community to invest in its future. On Monday, March 10th, SPILL launched an equity crowdfunding round, giving people the opportunity to own a piece of the platform and play a role in shaping the future of online conversations.

Source



* Black Woman-Owned Rideshare Company, ‘HERide,’ Is Revolutionizing Safety and Equity in Transportation

HERide is a rideshare company founded by Black women that is revolutionizing the transportation industry by prioritizing safety, equity, and innovation for women and non-binary individuals. Founded by computer science engineer Jillian Anderson in 2020, she and her co-founder DeVynne Starks have committed to leading the charge as the first female-friendly ridesharing company. Unlike its competitors, the platform offers women-only driver options, higher fare payouts for drivers at 80% of each fare, and forward-thinking biometric safety features, marking a new era in the rideshare landscape.

Source



* Afrobeats Star Tems Joins San Diego FC Major League Soccer Ownership Group

Grammy-winning and Oscar-nominated artist Tems is making major moves beyond the music industry. The Nigerian-born singer, songwriter, and producer has officially joined the San Diego FC ownership group as a club partner just ahead of the team’s highly anticipated 2025 expansion season. Tems is joining San Diego FC in partnership with Pave Investments, an African private investment firm that previously helped lead an investment group into NBA Africa in 2021.

Source

Travel & Music



* Hip-Hop Pioneer Rakim Launches New ‘Notes’ Fintech Platform to Empower Independent Artists

Hip-hop legend Rakim is expanding his influence beyond music into the world of financial technology with the launch of Notes Technology, an AI-powered fintech platform designed to support independent artists. The rap pioneer is still going strong nearly 40 years later, stepping into fintech to help independent artists gain control over their finances and careers.

[Source](#)



* Grammy Award-Winning Producer DJ Mustard Teams up With Honda & Heinz After Massive Success of Kendrick Lamar’s “Not Like Us”

Producer DJ Mustard is still riding high after the massive success of Kendrick Lamar’s “Not Like Us.” His work earned him a Producer of the Year nomination and the highly coveted Record of the Year at the 2025 Grammys. Mustard was one of only three guests alongside Lamar at the Super Bowl LIX Halftime performance. Since then, he’s inked massive partnership deals, including one with Honda and Billboard and another with Heinz for a limited edition mustard.

[Source](#)

[Source](#)

[Source](#)



* Beyoncé, Doechii & Kendrick Lamar Make History at the 67th Annual Grammy Awards

The 67th Annual Grammy Awards took place this past February in Los Angeles, and all our favorite stars shone brightly. The night’s highlight came when Black artists swept the Big Three – Album, Song, and Record of the Year – for the first time in Grammy history simultaneously.

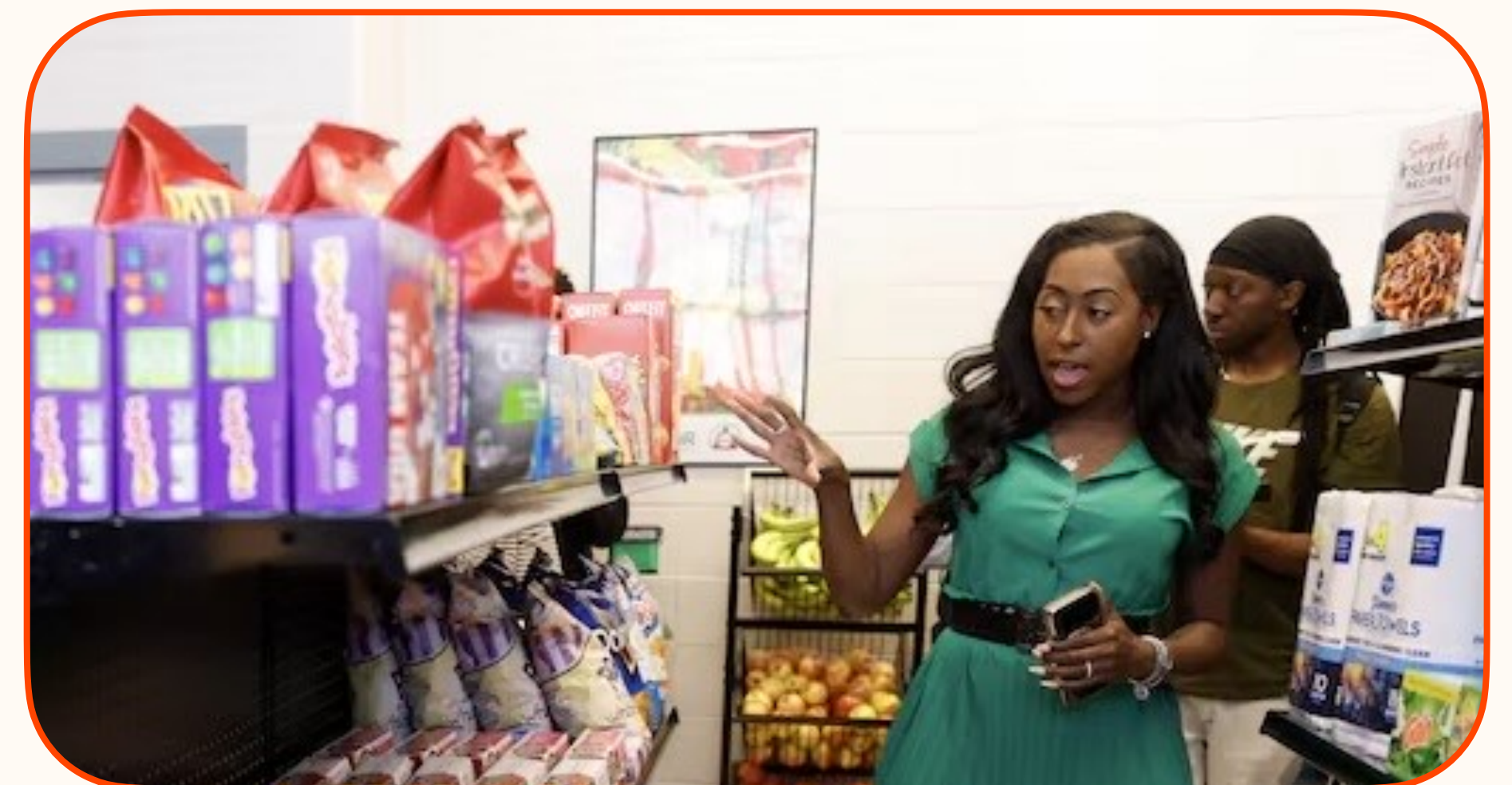
[Source](#)



* Retired Group of Black Women in Philly Gather Weekly to Sew Period Pads for Women in Africa

At the Ujima Friends Peace Center in North Philadelphia, a group of retired Black women has found a way to weave together their skills, passion for service, and a deep commitment to global health. Every week, between 25 and 35 women come together to create something that will change lives: reusable, washable menstrual pads for girls and women in Africa, the Caribbean, and beyond. This initiative, known as the Pan-African Sisterhood Health Initiative (P.A.S.H.I.), is not just about providing a product—it's about providing dignity, health, and opportunity to young girls worldwide.

Source



* Dekalb High School Teams Up with 'Goodr' to Open First Free Grocery Store for Students in County

The City of Stonecrest has teamed up with Goodr, a food waste management nonprofit started by Jasmine Crowe, to open the first free grocery store for students in Dekalb County, Georgia. The “Lion’s Den Grocery” store was opened at Martin Luther King, Jr. High School in an effort to support students and families in need. The school of 1,400 students says its scholars come every day to focus on their studies, but many of them are facing urgent food insecurity issues, something the school stepped in to solve.

Source

CULTURE BRANDS™

hello@culturebrands.co

