



BROTHERS WHO CARE



Looking good is strategy, not vanity!

"The most important thing you have is your image. As a creator, you have to find your voice, communicate it and then have ownership of that."

Ozwald Boateng

There is a psychology that is involved in how you look and feel. The psychology of dressing well is a process. How we dress is an indication of how we feel about ourselves. In a broader context, it is a way in which others evaluate us.

The value we give ourselves is demonstrated in how we present ourselves to the world. In evaluating whether our clothing reflects our personality, we can then ask ourselves: does clothing reflect the personality I am becoming? In the job that I want to do and the life that I want to lead? How could what I wear and how I present myself better reflect the person I am becoming?

Examining the psychology of look good, feel good!

Fashion is a restless, changing force. It is easy to see clothes like fast food takeaway: consume and move on. There is even a phrase that accompanies that simile; people refer to it as 'fast fashion.'

However, wearing clothes is about so much more than how fast can you change your look, or how much more you can or need to buy each season. The psychology of dressing well evaluates how we feel on the inside about the clothes we are wearing. Clothing begins to become about who we are and how we want to portray ourselves to the world.

NEWS, UPDATES, AND OPPORTUNITIES

2 - Updates:

Black Men of Excellence Walk
Youth Investment Competition
Mental Health Hour Updates

3: Consciously engaging in visual communication

Creating an inspiration folder of outfits

4 - Spotlight Profile

Shawn Cuffie

5 - Spotlight Profile Continued...

Brothers Who Care is ever evolving, and we want you to evolve with us.

<https://brotherswhocare.com/>



@CanBwC



@brotherswhocare.can



@brotherswhocare



@CanBwC

R&B IN THE CITY EVENTS In Association
With BROTHERS WHO CARE PRESENTS

BLACK MEN OF EXCELLENCE WALK

SUNDAY MAY 1st, 2022

SUITS ONLY : 2K WALK : PHOTO : VIDEO SHOOT



PHOTO FROM 2020 WALK

MASK OPTIONAL • START TIME 11AM : YONGE & KING ST.

@GQHENDERSONEVENTS @WAYNECHUNG.CA @KLREID30 SHF

REGISTER @ BMOEWALK.EVENTBRITE.CA



May 1st “Black Men of Excellence Walk”

Our yearly Black Men of Excellence Walk is coming up, and this year we want to ring in the spring with bright colours, larger than life accessories, and streamlined suits, tailored to show up and show out. We are doing something different to honour Mother’s this year; stay tuned for that exciting update.

Youth Investment Competition

The “I See Me” Youth Competition is an excellent opportunity for students to learn about money and apply it to real world situations in the stock market. If you are interested in signing your child up, there is still time. It runs from March 7th, 2022 through to June 3rd, 2022, and it as easy as clicking the link below.

Youth Investment Competition Sign-up Form

<https://brotherswhocare.com/i-see-me-project/#youth-investment-competition>

Mental Health Hour

Once a month, Brothers Who Care host Mental Health Hour talk, a series that ignites and normalizes the discussion around Mental Health in the black community.

What this does is provide our brothers with an opportunity to rally together around the causes that are most important to them. Our efforts amplify the voices and the impact of the leaders in our community through the use of mentoring, coaching, and sponsorships.

February was a great month for us. Our social media accounts reached 11.6K, and we had attendees from the US, Europe, Africa, and the Caribbean.

We are finding more effective ways to interact and engage with Brothers all over the world, and you can help us by sharing our work with other brothers near and far.

JOIN THE CONVERSATION ON IG LIVE



MARCH 24
6 PM EST

BLACK MALE VULNERABILITY




Consciously engaging in visual communication

Everything we do, visually, is communication. How we cut our hair. What jewelry we wear, what clothes we wear. Consciously engaging in that communication is and can be a positive process.

It is important to actively engage with what you are wearing, what accessories you choose to wear, what you wear for work, and what you wear on the weekend. We feel good about ourselves after a haircut; we feel positive and capable when we are dressed well. Dressing well becomes a win-win situation.

Creating an inspiration folder of outfits

You may think that an outfit inspiration folder is not for you, that it is only for creative types, men who are really into “fashion” or men with a lot of time on their hands.

Not true!

Physiognomy used to be considered a science in Renaissance times. It is that ability to do your job well, do well at interviews and be appointed to a new job, partly based on how you look and what you wear.



We all need an inspiration folder and here are five great ways to design your own folder.

Collect pictures/images that you love; these will help you find inspiration and motivate you when choosing an outfit to wear

Save pictures of men in suits and keep an eye out for bold statement jewellery (watches, cuffs, scarves, pocket pieces) then your brain will probably pick up on this accent pieces even if you haven't consciously done so. When it comes to buying accessories you may choose bolder pieces than you would have previously done

If you go through your current wardrobe there may be some items that are missing. For example, you may be missing a “boss” work outfit, the outfit that you would wear for an interview, or lunch with the Board of Directors, or the important client meeting.

Be intentional with the outfits that you choose to wear. Decide which outfit is going to step up and become that “best outfit” even on a temporary basis

Mix it up a bit. Keeping an inspiration folder of outfits that you like will show what great alternatives you are willing to wear.

Clothes are a powerful non-verbal language, and an inspiration folder assists you in communicating that language. Finding your inspiration focuses you on what you are conveying, or what you want to convey, without saying a word. Your inspiration folder helps you form the message you want to convey before you get to your wardrobe and think, “What am I going to wear for this important, make or break meeting?”

Spotlight Profile Shawn Cuffie

An acclaimed producer, choreographer and entertainment visionary, Shawn Cuffie has staged hundreds of successful events across North America for the last 26 years. As Senior Director of Operations at ArtXperiential Projects, and with his strong partnership with DLM Group of Companies, he has successfully produced exclusive, large-scale corporate and charitable events for notable organizations including:

- Pepsi
- TD Bank
- Rogers Communications Inc.
- Price Waterhouse Coopers
- Air Canada
- The Mandela Legacy
- The Royal Ontario Museum
- The Art Gallery of Ontario
- Universal Music
- The Toronto Design Exchange

With more than two decades of choreography experience, he has curated some of Canada's most spectacular festivals and concerts, the most popular ones being:

- The Black Diamond Ball
- The Toronto Raptors
- The Miss Canada World Pageant
- The Festival of South Asia
- The Irie Music Festival
- Pride Festivals
- Kiss 92.5 Live Concerts

In 2015, he conceptualized The Black Diamond Ball - the signature event of Black History Month in Toronto. This annual sold-out event showcases Canadian talent, Black-owned businesses and U.S. headliners. The likes of Brandy, Mya, Kerri Hilson, Andra Day, Tank, have all graced the stage at one of his events. The Ball is also a fundraiser for youth programs and has supported the Jamaal Magloire Foundation and the Pinball Clemons Foundation. Both Ontario MPP Jill Andrew and Toronto Mayor John Tory have officially recognized him for his efforts and contributions in displaying the creativity of Canada's diverse communities.



Born in Trinidad and Tobago, Shawn moved to Canada when he was five years old with his entire family. They didn't have very much, and it is one thing that he always remembers. "I saw all this fabulous stuff on TV, and at a very early age, I think I was eight years old, I knew that I needed to be successful."

At the age of 16, Shawn became interested in dance, and landed a spot on Electric Circus.

"I started mocking dancers until I was good enough. I knew Monika Deol was scouting for the show, so I went. I was dancing up a storm, and I noticed them noticing me. Of course, I got on the show."

The next chapter of Shawn's life was doing something that he had not intended on doing.

"I got a call from a modelling school and at first I was like hell no! Well, I ended up going to modelling school. The instructors noticed that I was good at coordinating things, so they said I should teach. The Director of the company offered me \$18.00 an hour to start, so of course I said yes!

I was only 19 at the time, and I said to myself, you suck now, but you are going to be the best. I ended up filling up a trophy case teaching children dance, and modelling. I am currently the choreographer for Miss Canada Competition, and at one point, I was making more money than the Director."

Spotlight Profile

“

One of Shawn's goals is to always look like a rock star because he wants people to look like rock stars. This is something that remained important to him throughout his career, and it is the one thing that sets him apart from everyone else in his industry.

One of his biggest breaks was working at TD Banks. He started to do a lot of their festivals, and he did this for 13 years. It was this opportunity that propelled him to stardom.

“The Black Diamond Ball was born because TD Bank was looking for a cultural event. They gave me the funding and I put it together, and got rave reviews. This was my first major event, and I loved the fact that people embraced it and supported me. Seven years later...”

Always finding ways to separate himself from the crowd, Shawn officially, and successfully pulled off the fashion event of the year.

“I am happy to be part of the Vanguard, which is a fantastic, one of a kind fashion event. I have been going to fashion events for a while, and I know that we don't have enough of them in Canada. We are not inclusive enough. We need to include influencers, the general public, and really blow up the great fashion in Canada.”

The sold out Vanguard occurred on Monday, March 28th, 2022, and it was not a disappointment.

“I have trained thousands of models who are well known internationally. I needed to look for the hole that was missing and I found it. I wanted people to go wild and just be themselves for one night. We usually don't go all out. I wanted crazy makeup, crazy wardrobe. I want people to talk about this. Just the fact that I threw it on a Monday night has already spurred dialogue. I don't do things to fail. People showed up, and turned up!



What I have learned is that dressing well instills confidence. Regardless of how you feel, when you dress, and dress well, then you are ready to take on the world.”