

Contact Information

Phone: [646-535-3207](tel:646-535-3207) email: abigail@dontpetthefro.com



FOR IMMEDIATE RELEASE

New York, NY - December 24, 2013 - The warning reads: Don't Pet The 'Fro. For anyone who wears their hair in an Afro, particularly in the natural hair community, at some point they may have dealt with someone touching their hair.

Writer and photographer Abigail Ekue originally designed the graphic to accompany a blog post about receiving compliments on natural hair. "I've been natural for nearly 15 years and I get questions about my hair on a regular basis. Those I don't mind. But I don't like it when strangers take liberties and touch my hair. It's an invasion of personal space." Social media played a major role in deciding to create the Don't Pet The 'Fro™ Tee. After a viral response to the graphic on [Tumblr](#), the idea was born to design t-shirts for the natural hair community.

The "Don't Pet the 'Fro" graphic tee is a cute fashionable way to let others know you have a "hands-off" policy and is a symbol of solidarity with others who have to deal with unsolicited touches of their natural hair.

After a few design tweaks, the Don't Pet The 'Fro™ tees with the current design are available online through Abigail Ekue's shop at dontpetthefro.com. The Don't Pet the Fro t-shirts are also available in "Keep Calm" and Varsity team styles. The shirts have been ordered by clients in Alabama, Georgia, New York, the DMV area and Italy. Red and White t-shirts and onesies are coming soon.

About the Artist:

Abigail Ekue is a writer and photographer focusing on the experience of "being". Through her work she addresses body image, health, fitness, sex and gender. She is the author of *The Darker Side of Lust* and *Exhaust Pipes*. Her work as an art model as resulted in her inclusion in numerous publications. Her photography has been exhibited at the Museum of the City of New York, various exhibits and publications in print and online. She's also the photographer behind the series *Bare Men* and the limited-edition photography book of the same name. For more information visit www.abigailekue.com.

###

Apparel: Don't Pet The Fro, The Natural Community:

<http://thenaturalcommunity.com/products/dont-pet-the-fro>

[T-Shirt Tuesdays] Don't Pet The Fro: where unsolicited petting is not welcome:

<http://www.iamthenublack.com/2012/10/02/t-shirt-tuesdays-dont-pet-the-fro-where-unsolicited-petting-is-not-welcome/>

Compliments and Touching Natural Hair:

<http://abigailekuewrites.blogspot.com/2011/03/compliments-and-touching-natural-hair.html>

A Brief History of my Natural Hair: <http://abigailekuewrites.blogspot.com/2010/06/brief-history-of-my-natural-hair.html>

Twitter: [@abigailwrites](https://twitter.com/abigailwrites)

Instagram: [@nativecreative_photo](https://www.instagram.com/nativecreative_photo)

#DontPetTheFro