

By: Asia Marshall

Loc's With Love

Sariyah Willis

Many people use natural hair as a means of expressing their sense of style, identity, and even culture. Wearing your hair natural and no longer looking to satisfy societal beauty standards has been a reality that has grown within the



Black community over several years. From locs, afros, finger waves, braids, and more, wearing your natural hair is a way to show pride in one's identity and celebrate individuality. Sariyah Willis, a junior marketing student at North Carolina A&T, is helping people embrace their natural hair as a locician.

Sariyah's journey began not in a salon chair but as a receptionist at a natural hair salon. It was here that she first discovered her passion for haircare. After working at the salon, Sariyah's interest in learning how to do her hair grew; after practice, her quality got better, and she decided to create a loc business. She has turned her love for

doing hair into a small business, helping people embrace their locs. Sariyah started her loc business in August of 2023, naming it "Sariyahstyles," a brand that shows her commitment to creating high-quality looks for every client.

Her business is a reflection of her vision: a welcoming space where people can feel comfortable. Her ability to be personable creates a calming and relaxing environment. She does everything from retwists to styles; she has lots of her clients returning to her because they truly love what she does; her clients always leave with a smile and a boost of confidence. "Beauty never goes out of style; people are always going to want their hair or makeup done," Sariyah explained.

Sariyah is a full-time student who balances a job and is soon to become the senior class treasurer. Despite her busy schedule, she still manages to find time to do hair. Working as a student can be challenging, but Sariyah consistently maintains the quality of her work. She finds doing hair to be an exciting hustle. While located on campus, it can at times be difficult; she finds ways around it; she puts her chair out in the living room, grabs her prod-

ucts, and uses portable hair tools. "Working in shared spaces can be difficult, but I find my way around it," she says.

Sariyah's story is a testament to her dedication and self-expression. Through her business, she's not only creating stunning locs, but she's also helping people embrace their natural beauty and take pride in who they are. Her business helped her grow financially and gain experience in her dream career working with finance and marketing. Her hard work and determination will take her far. Sariyah has more to come. She plans to continue to build her brand and pave the way for her future.

