

Hollywood Celebrities and Top Dallas Businesswomen Gathered to Celebrate Cheryl Magazine's Incredible One Year in Print

Cheryl Magazine's lavish 3D immersive virtual cocktails and networking event is a toast to tech and social experiences in the Metaverse.



City of Dallas, Texas Apr 7, 2022 ([Issuewire.com](https://www.issuewire.com)) - Cheryl Magazine, the rapidly successful 100% women-owned destination magazine celebrated its first official year in print with a star-studded experience last Friday, April 1, that was no joke. The publication broke through the pandemic as a

media outlet on a mission to position itself as a credible industry resource, and earned accolades endorsed by a host of global brands, and powerhouse professionals across the nation.

After a successful year in print that included subscriptions in more than ten countries, and a congratulatory nod and welcome to the industry from the magazine's Spring/Summer 2021 cover girl Michele Thornton Ghee, CEO of Ebony/Jet, and feature Mikki Taylor, veteran Cover Director and Beauty Editor of Essence and current Editor-at-Large, it was time to celebrate!

Cheryl Magazine took a dual approach to the production of its celebratory event by featuring a VIP red-carpet in-person LIVE streamed soiree held at the Emmy Award-winning The Black Academy of Arts and Letters (TBAAL) space, as well as an immersive 3D virtual experience of epic proportions, curated by veteran tradeshow production director and design genius, Shannon SG. Jarrett, CEO of Speak Beautiful, LLC. The networking that took place during this lavish tech-turnup was a toast to the Metaverse. 300 invited guests were able to move throughout the virtual space going from table to table, enjoy the entertainment, visit the virtual bar, mingle with global brand execs, and shop the virtual marketplace all while immersed in a lavishly styled lounge setting. Guests also grabbed virtual swags bag filled with beauty products and select bespoke items.

Cheryl Polote Williamson, the magazine's namesake and owner said, "We were LIVE, we were virtual, and we showed up dazzling and dressed!" Viewers around the world sat online in sequins and jewels. Many also hit the dance floor in their homes as the grand in-person festivities further elevated the environment.

Began as a conversation between two longtime friends where Polote Williamson and Traci Henderson Smith discussed elevating *The Cheryl Brand Newsletter*. Henderson Smith, Cover Director, and Managing Editor, got to work creating a four-page digital publication highlighting the great work Polote Williamson is doing all over the country. She added a few stories, information and resources for entrepreneurs, grabbed a retired logo, put the word magazine beneath it, and returned to her sorority sister and said, "Let's do a magazine." After five months of expansion and unbelievable response, Polote Williamson gathered a team and took the digital to print. Together, they set the mission to capture the stories of incredible women and share them with the world.

Event Photography by: Reuben Chandler Photography

For more information and to schedule an interview, contact Heidi Pearson via email at heidi@pearsonprconsulting.com or call (312) 217-3313, or visit: www.cherylmagazine.com

About Cheryl Magazine

Cheryl Magazine is a quarterly lifestyle and women's empowerment publication with a focus on highlighting the amazing work of phenomenal women. Each issue of Cheryl Magazine brings you the grace, class, style, and power of this country's female leaders. We lift the voices of incredible, unstoppable, capable, daring, yet unsung women who spark change on the local, national, and global levels. Some of them you know, some you come to know through our masterfully crafted pages, but all of them, gifts to their individual fields of endeavor. In addition to being a destination resource for entrepreneurs and small business owners, Cheryl Magazine is the motivation and inspiration you need to jumpstart your thinking and strengthen your mind. It's Inspiration for the Everyday Woman—for women, about women, by women. Subscribe at www.cherylmagazine.com.

Cheryl Magazine Team:

[About Cheryl Polote Williamson, Cheryl Magazine Editor In Chief](#)

[About Traci Henderson Smith, Cheryl Magazine Cover Director and Managing Editor](#)

[About Shannon SG Jarrett, CEO Speak Beautiful, LLC](#)



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