

Evelyne is an Italian young lady, whose parents are from Ghana, but she was born and bred in Milan. At a certain point in her life a series of questions put her identity in doubt, but from that crisis she rediscovered a beautiful thing: her diversity.

Throughout her life, hair has always been an expressive element of her inner moods and now she is keen to reveal herself to the world for how she is inside and outside, proud of her dark skin, her curls, her shapes and her real identity. It was her identity that gave Evelyne her curly hair, it also made her wonder how to take care of her hair and whether she was the only Afro-Italian lady *struggling* with this awareness.



Evelyne is part of the so-called “New Italians”: *second generation* of migrants or children from mixed unions - young dark-skinned Italians, who remain aware of their African heritage!

Her business focuses on beauty products specific for the care of African girls and women’s hair, which is not so common in Italy. She started her activity through a Facebook page and now she is her own boss, with some collaborators from time to time.



Glossary

- **to struggle**: to experience difficulty and make a great effort in order to do something
- **Second generation**: generation of children born of first generation migrants

OPEN IT UP: project n. 2017 -1-ESO-1-KA204 – 038085