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New Global Digital Lifestyle Magazine KQ-EMPIRE Normalizes Luxury For Women of Colour

Making it through 2020 showed the world what it's like to live a year without excitement. The pandemic put a pause on social events – there was nothing to dress up for, no new spectacles or compelling product releases. Fortunately, 2021 is shaping up as a blazing comeback from this routine mundanity. It's shaping up to be one of the most exciting years in the world of media.

Now, driven entrepreneurs like Michelle Devonish are vibrant and hungry to seize the opportunity to release their creativity. Devonish is more enthused than ever to launch her digital initiative, KQ-EMPIRE – a lifestyle magazine geared towards discerning women of colour.

Michelle's career began at the luxury brand Dunhill where she brought in celebrities via her own contacts book and dressed them in Dunhill attire, which they displayed on prime-time TV. Her ambition led her to work for other prestigious brands such as Harrods, Selfridges and Burberry's, where her hard work led to them dubbing her "the best salesperson" they've ever had.

Harrods recognized her contributions by awarding her as a high-net-worth individual ([HNWI](#)) in acknowledgement of her *superb clientele and marking projects*. Most people would be content with such success, but Michelle went even further and pitched her way into Galewest Investments (The Weston's) the owners of Selfridges, where she showcased her eye for design by decorating their Park Lane Penthouse for Christmas via her concierge company.

Michelle has proved her talent as a visionary by setting up luxury events and weddings in Antigua and Barbados – and working closely with Antigua and Barbuda's Tourism Authority on various marketing consultancy projects. With this multitude of skills and luxury experience, KQ-EMPIRE magazine is sure to be extraordinary.

Inspired by hard-working black women who look to reward themselves, Michelle is fully aware of the spending ability and are 'willing to pay for anything that they feel is worth it', and she stands by their sentiment. She identifies her customers as successful women in highly paid jobs or owners who run their own lucrative businesses. The majority of them have attained very good lifestyles for themselves – she sees ambitions like her own in them. Her customers understand the businesses of real estate and investments, and many of them are in the process of buying their second or third home.

The subscription magazine KQ-EMPIRE will be available to its readers in January 2022 where the first of its quarterly edition becomes live. KQ-EMPIRE will be available on desktop, mobile and tablet devices. www.kq-empire.com will soon go live, where it will become available to luxury brand marketers who are ready to form strong and authentic relationships in a new and authentic way with women of colour. These marketers will have the opportunity to select advertising space and implement creative concepts via the KQ visionar to deliver relatable advertisements.

With Michelle's extensive luxury goods and concierge background, as well as her close network of high-ranking HNWI – it makes complete sense that's she's introducing a magazine that caters to the lifestyle of discerning women of colour.

Michelle already has women eagerly awaiting the magazine's launch to read about the latest luxury insights. Its features cover the latest investments, fine jewellery, fashion and property in both the UK and overseas. Its content provides a personal connection, involving inspirational stories from women who have fought against the grain and survived to tell their tale.

Data now proves that black women's spending power is an astronomical 1.4T globally; therefore, this magazine has arrived at the perfect time when women of colour are now in a financial position to select which brands they feel are worthy of their loyalty.

Michelle says 'KQ-EMPIRE will be very different to any other lifestyle magazine that's out there. Not only will it be designed specifically for women of colour; its contents cleverly highlight entrepreneurial vision into the luxury sector (i.e., tips on investments, property building and land-buying, early retirement planning and generational wealth strategies). To top off this magazine's unique luxury-afro-luxe, it will also support the hustle and success of today's businesswomen, influencers and executives.

Women of colour have now carved their way to the top of the arenas in which they were not considered in the past. Michelle says 'growing up as a black child we were not exposed to any kind of luxury. Spending money would be on absolute necessities, so we have certainly come a very long way where we can have created a multitude of choices for ourselves'.

KQ-EMPIRE

Michelle is available for interviews to talk about her entrepreneurial spirit, past career, KQ-EMPIRE and on being a "mumpreneur" for the last three decades.

Please use contact details hello@kq-empire.com