Negro League Baseball Team Apparel Merchandiser Announces their Newly Redesigned Ecommerce Website

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B.L.A.C.K. (Bases Loaded Authentic Clothing and Kaps) has announced its new e-commerce website in honor of ?The Brothers that played and never got paid.?

B.L.A.C.K, suppliers of Negro League Baseball, Buffalo Soldier, & Tuskegee Airmen apparel, announced today that they have launched a brand new, redesigned e-commerce website as they are shifting a large portion of their business to online sales.

Kimberly Greene and her business partner Anthony Robinson, founders of B.L.A.C.K., have decided to focus on their online store sales as a result of the Coronavirus pandemic. Traditionally, Most of the businesses revenue has come from exhibiting in high-end trade shows, music festivals, and professional conferences. However, due to the COVID19 pandemic, they?re turning their attention to fulfilling online orders through their website negroleague1920.com. It is well known that female and minority-owned businesses have been hit particularly hard as a result of the pandemic. For that reason, they are forced to continually find unique and creative ways to maintain their success.

B.L.A.C.K was founded in 1998 with the focus on the education of African American history as well as the support of the organizations that created it. As the duo of Greene and Robinson saw positive feedback from their Negro League line, they added additional lines paying respect to the revered Buffalo Soldiers and Tuskegee Airmen. They are currently in the process of giving recognition to other lesser-known elements of black military history such as the Triple Nickles, Montford Point Marines, and 761st tank Battalion, just to name a few.

B.L.A.C.K travels up to 40 weeks a year, going as far as California, to exhibit as merchandisers at events

previously mentioned as well government buildings, VA hospitals, and military installations. At the forefront of their mission, B.L.A.C.K aspires to share black history while providing high-quality merchandise.

When asked about her thoughts on African American history education Greene had this to say, ?We have been victims of HIS-story forever. There are so many elements of Black History that have been erased or whitewashed that it?s mind-blowing. What I love most about the product is that people are initially drawn to its physical aspects, and then we have the opportunity to educate them on OUR-story.?

?Empowering our future by honoring and preserving our past? is the motto in which Greene and Robinson operate from.

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For more information about Bases Loaded Authenic Clothing and Kaps (B.L.A.C.K), contact the company here:Bases Loaded Authenic Clothing and Kaps (B.L.A.C.K)Kimberly Greene(856) 599-8411basesloaded1920@gmail.com

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