

Blake Von D: One Woman, Two Hats



Lifestyle blogger Blake Von D married her love for fashion and legality, forming her own space for women to love themselves and be about their business. She loves academia and can debate you under the table while in the hottest fashion styles and some red lipstick.

Not your average visual of a fashion blogger, right?

Blake Von D is a fashion influencer and a full-time attorney at law, specializing in intellectual property and copyright. Her interest in fashion and wanting to provide other creative entrepreneurs with their branding needs grew from her artsy background as a kid, winning coloring competitions for simply staying in the lines.

“I remember being 6 or 7 years old, winning the coloring contest every year in elementary school,” she said, laughing hysterically.

She entered the blogging industry in 2009, when bloggers were not as reputable, social media wasn't as prevalent, and opinions about fashion were not valid unless they were stamped by *Vogue*.

Simultaneously balancing school and a love for red lipstick, she created a space to express her interests (fashion and lifestyle), as well as her feelings of self-identity; combating society's standards of beauty placed upon dark-skinned woman via her platform, blakevond.com.

"It was a journey and a struggle for me at first. My space is about being a representation of everything that society tells us specifically as black women that isn't beautiful or isn't acceptable," she explained.

As Black women, we often hear that our bodies are oversexualized. We have to have long hair. Our skin should be light. We could go on.

However, in the last few years, the world is opening up to embrace our natural curves, curls, our skin and all of its melanin, so much so that many have tried to emulate us. Society today is seemingly more accepting of diversity when it comes to body types and women of color – but that acceptance does not dispell typical stereotypes of what women should look like.

"For me, it was about being a visual representation that challenges that notion and says you don't have to be those things. You can be whatever makes you feel comfortable and if it is those things then great, and if it isn't, that's fine too," she said.



[Von D](#) dipped and dabbled in a few other careers and professions before deciding to marry her two passions of fashion and law. She graduated from Spelman College with a Bachelor's degree in Psychology and received a Master's degree in Social Work from New York University.

While at NYU, she worked as a therapist at Riker's Island. After listening to her clients experiences with the justice system, she was inspired to become more active in the justice system, considering law school. Her family always wanted her to be a lawyer, but her interest didn't spark until then.

While aligning herself to chase a new dream, she took a year off work and essentially started her blog, which became popular due to it filling a void with its vulnerable content.

“I had a take that was a lot more transparent and more unique than bloggers at the time,” she said. “People weren’t used to seeing a girl who was academically involved but also interested in what seems like a very superficial space.”

Ultimately, Von D graduated from Tulane University, but rather than focus on her initial interest, criminal justice, she focused on copyright and intellectual property. She wants to teach people how to be a creative and an entrepreneur in the same capacity by providing them with the resources to protect and maintain the integrity of their business.

She also wants to educate people on how to be successful at blogging, establishing a profitable brand that can become the second leg of their career.

“I made a decision to keep the creative part of my soul active and alive. It was something that was important to me; it was necessary for my own mental survival,” she said.



Her blog and her sense of fashion has been influenced by the city she is in. She had a rather thrifty, DIY style in Atlanta, comfy and cozy in New York, and colorful and vibrant in New Orleans. Now, she lives in Chicago, venturing into a new phase of aesthetic and style choices.

Favorite Fashion Trends

Feminine, Edgy Mix

- Sheer floral print
- see through mixed with leather flowy,
- black florals and black leather

Advice To Aspiring Bloggers.

- Just do it! Be yourself. You won't stand out unless you are being yourself. If you not, people will call you on it.
- Be transparent! Be real and honest!

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