

Seeing Diversity in Their Toys

Do you recall in the poem Hair Day that one of the characters had a Black baby doll? It is not only essential for Black and Brown children to see themselves in the toys they play with, but it is also important that ALL children see diversity in their toys.

Check out this interview with clinical psychologist Nanika Coor, Psy.D., a respectful parenting therapist and consultant at Brooklyn Parent Therapy and learn how play can facilitate important conversations around race and inequity. Coor provides clear guidance in how to normalize differences so as to create more empathetic global citizens [in our children].


Why Racial Diversity in Toys is So Important




Here are two online toy stores to check out

Orijin Bees: From the moment we discovered we were to become parents, my husband Archyn (the founder of Orijin Culture) and I started to plan our daughter’s future. How did we want to raise her? We knew right away that we wanted her to experience all the diverse cultures that the world has to offer. She would become a global citizen while never forgetting her deep-rooted African culture. It’s the cultures – Cape Verde and Ghana -that both my husband and I were raised in. We’re unapologetically proud of our cultures, and we wanted to pass that onto our daughter.


Orijin Bees are confident, kind, intelligent, beautiful girls that embrace their orijinal features and come together to impact the world in a powerful way. Our dolls represent girls of different skin complexions and hair textures. All of our dolls are eco-friendly and nontoxic.




Sweet Honey Bee Baby Doll




Lovey Coiley Baby Bee Doll...




Natural Ella Bee Baby Doll...



Natural Puffy Baby Bee Doll...




Cocoa Belle Bee Baby Doll




8 Piece Healthcare Hero Outfit (doll sold separately)

At **The Black Unicorn Shop,** we recognize the importance of black and brown children identifying with the toys and playtime characters they incorporate into their imagination filled worlds. Children of color thrive when they see themselves reflected in a positive way. They deserve the same opportunity white children have long enjoyed. This isn’t a new discovery. In the 1940s, psychologists conducted a study in which 65% of the black children participating showed a preference for a white doll over a black doll, demonstrating a deeply ingrained, poor self-image.


We created The Black Unicorn Shop to help close the still-existing gap in positive black and brown representation. Our products add a whole new dimension to the whimsical realm in which unicorns live, by giving children of color an especially meaningful way to enter that mystical, magical world. Most importantly, our products help children of color build confidence and self-esteem by showcasing images they find more relatable.




Chloe Black Unicorn Plush Toy with Brown Eyes - 15 inch




Alexis Black Unicorn Plush Toy with Brown Eyes- 15 inch



Dominique Black Unicorn Plush Toy with Dread Locs - 15 inch



Ciara Black Unicorn Plush Toy with Red Hair - 15 inch



Chloe Black Unicorn Jumbo Puff Pillow - 20 inch