



Shades of Color

www.ShadesGifts.com | 800-924-1811

African American & Inspirational Gifts

Unique Products That Uplift & Inspire

- Calendars & Planners
- Cards & Stationery
- Drinkware
- Kitchenware
- Home Décor
- Bags & Wallets
- Personal Accessories
- Religious Gifts

Our Mission

Shades of Color strives to bring genuine Black Art to our communities by working with Black artists nationwide to create functional items that uplift and inspire.

Now celebrating 24 years in the Gift, Home Décor, Stationery and Calendar industries, our mission is to bring positive images of African Americans to homes, schools and offices everywhere!



Who Is Shades of Color?

Shades of Color is a Black owned business dedicated to bringing the highest quality African American and Inspirational gifts available.

Our brand uplifts and inspires through the curation of distinctive one-of-a-kind African American and faith-based gifts, home décor, stationery, accessories and calendars. Our original products are designed to stand out from the typical products offered in today's market.

A champion for black culture, Shades of Color was generated to spotlight the beauty, resiliency, and contributions of African Americans, dispelling societal stigmatization. The beauty of the African diaspora shines throughout every collection.

We collaborate with several African American community groups, churches and sororities as well as new and established businesses.


Shades of Color is constantly evolving and is one of the leading brands in the African American gifts industry. We spread positivity through our products as well as our philanthropic efforts within the African American and local community.

Our Founders

Adrian Woods, President, and Courtney Hines, CEO, founded Shades of Color, LLC in 1995 as a means of filling a void that existed within the calendar business. The two entrepreneurial young males had a vision that has now expanded their company into a pioneering leader in the African American and Religious gift markets.

"Shades of Color produces a positive product that reflects our everyday community."
- Courtney Hines, CEO

Social Media Community

 @ShadesCalendars, 285K + Follows

 @ShadesofColorGifts, 300 + Subscribers

 @ShadesofColorGifts, 14.1K + Followers

 @ShadesCalendars, 6.2K Followers, 265.4K Monthly Viewers

 @ShadesofColors, 2.1K + Followers

Contact Information

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**SHADES OF COLOR
WILL ALWAYS
BE THERE TO
UPLIFT & INSPIRE!**