

FASHION "STYLE HORIZONS"

ChurchGurl is a sassy, savvy, stylish line of activewear with a "blinged-out" signature logo across the chest. Michelle Peters, the creator of the Hip Hop Christian brand launched her dream six years ago.



Michelle Peters

The diary of a

# ChurchGurl

BY TEENA GAMBLE

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"CHURCHGURL first hit the scene as a tool to testify to the world that it's cool to be a ChurchGurl," says Peters. The line includes plus sizes, girl's and baby sizes, baseball caps and joggers. "My shirts are worn by every woman, from Mary Mary to Dottie Peoples to Destiny's Child, Dorothy Norwood and Judge Maybelline."

The concept of ChurchGurl came to Peters after ending a five-year relationship with a man she thought she would marry. Although she admits that there were several "red flags," Peters made plans for the nuptials. Finally, when things didn't work out, she walked away feeling "inadequate, heart-broken and like a complete failure." She says, "At my lowest point of embarrassment, I distinctly remember lying in my bed with tears in my eyes, and a vision came to me—I was wearing a black t-shirt with the word 'ChurchGurl' sparkling on my chest."

Peters' Wonder Woman/Super Woman epiphany resulted in 'ChurchGurl,' a name she'd been called since childhood. "I looked for high-end

T-shirt wholesalers and companies that did rhinestone work and invested all the money I'd saved for my wedding into ChurchGurl," she says.

"After that, I took a big chance by flying from California to Atlanta to Gospel music's biggest award show, The Stellar Awards. I convinced a security guard to allow to me set up on a table I saw in the lobby, right under a beautiful chandelier. I sold out in about an hour; but the largest venue I introduced ChurchGurl to was MegaFest 2005. It was there that people from all over the world had a chance to buy ChurchGurl and they took it back to their various states and countries. Since then, I've been to the Gospel Heritage Conference and conferences across the country."

"This journey has opened up a new life for me," says Peters. "ChurchGurl has become an empowering women's movement for all church girls and believe me, there are plenty of us all over the world who are not ashamed to say, 'I'm a ChurchGurl and proud of it!'" **g**

For more information: [churchgurl.com](http://churchgurl.com)



**TEENA GAMBLE** is a model, fashion consultant and celebrity stylist in Atlanta. She is the Host of *Ancient Style Report*.