

Finding Aid to The HistoryMakers® Video Oral History with Tai Beauchamp

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Beauchamp, Tai, 1978-
Title:	The HistoryMakers® Video Oral History Interview with Tai Beauchamp,
Dates:	October 7, 2014
Bulk Dates:	2014
Physical Description:	6 uncompressed MOV digital video files (2:42:13).
Abstract:	Journalist and entrepreneur Tai Beauchamp (1978 -) was the style ambassador of InStyle magazine and the CEO of Tai Life Media, LLC. She became the youngest and first African American beauty and fitness director at Seventeen magazine in 2004. Beauchamp was interviewed by The HistoryMakers® on October 7, 2014, in New York, New York. This collection is comprised of the original video footage of the interview.
Identification:	A2014_228
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Journalist and entrepreneur Tai Beauchamp was born on January 7, 1978 in Newark, New Jersey. She graduated from Spelman College in 2000 with her B.A. degree in English Literature and received a certificate in television production from New York University in 2003.

Beauchamp began her career as an intern for *Good Housekeeping* and *Harper's Bazaar* magazines in 1998. In 2000, she was hired at *O, The Oprah Magazine* as a fashion and beauty assistant, but was soon named associate beauty editor. In 2003, *Essence* magazine/Time Inc. hired her to serve as the beauty editor of several prototypes that later became *Suede* magazine. In 2004, Beauchamp became the youngest and first African American appointed to the role of beauty and fitness director at *Seventeen* magazine.

In 2006, after briefly serving as deputy editor of *VIBE Vixen* magazine and consulting with The MCJ Foundation, Beauchamp launched and served as chief executive officer of BluePrint Group, LLC (Tai Life Media, LLC), a branding and marketing firm. She became a style contributor and correspondent for iVillage.com in 2008; and in 2011, was hired as a national correspondent for *InStyle* magazine. Beauchamp was also appointed style and beauty correspondent for Proctor & Gamble's My Black Is Beautiful campaign, and in 2012, was named *InStyle*'s style ambassador.

Beauchamp has appeared as a style expert and personality on ABC, BET, CNN, NBC Today, TV One, E! and frequently contributed to *The View*, *Wendy Williams Show*, *Bethenny*, The Recording Academy, and other networks. She has also worked with Target, Macy's, Dior Cosmetics, Nordstrom, AT&T, The Limited, MSL Group, Avon, *Black Enterprise* magazine, The Sundance Channel, and Universal Records.

Beauchamp has volunteered with Big Brothers Big Sisters, Dress for Success, and Step Up Women's Network. She served on the advisory boards of WIE Network, Harlem's Fashion Row, St. Vincent Academy in Newark, New Jersey, and New Jersey Needs You. She also served on the women's board of trustees of the New Jersey

Performance Arts Center. Her awards include the Thurgood Marshall College Fund Prestige Award, which she received in 2009.

Tai Beauchamp was interviewed by *The HistoryMakers* on October 7, 2014.

Scope and Content

This life oral history interview with Tai Beauchamp was conducted by Harriette Cole on October 7, 2014, in New York, New York, and was recorded on 6 uncompressed MOV digital video files. Journalist and entrepreneur Tai Beauchamp (1978 -) was the style ambassador of InStyle magazine and the CEO of Tai Life Media, LLC. She became the youngest and first African American beauty and fitness director at Seventeen magazine in 2004.

Restrictions

Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

Persons:

Beauchamp, Tai, 1978-

Cole, Harriette (Interviewer)

Feldman, Isaac (Videographer)

Subjects:

African Americans--Interviews

Beauchamp, Tai, 1978---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Journalist

Entrepreneur

HistoryMakers® Category:

MediaMakers

Administrative Information

Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

Preferred Citation

The HistoryMakers® Video Oral History Interview with Tai Beauchamp, October 7, 2014. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

Detailed Description of the Collection

Series I: Original Interview Footage

Video Oral History Interview with Tai Beauchamp, Section A2014_228_001_001, TRT: 1:28:11 ?

Tai Beauchamp was born on January 7, 1978 in Newark, New Jersey to Taiwanda Beauchamp Scott and Mark Hopkins. Her maternal grandfather, Howard Beauchamp, was the oldest of six children born to Louise Beauchamp and Y.C. Beauchamp. After separating from her maternal grandmother, Mary Beauchamp, he moved to Houston, Texas, where he lived as a cowboy. He later became known for riding his horse from Houston to Newark in 1985. Beauchamp's paternal grandfather, Leonzie Hopkins, was born to a family of sharecroppers in Hopkinsville, South Carolina. He eventually moved to New Jersey, where he married Sarah Hopkins. Beauchamp's parents were teenagers at the time of her birth, so she was raised by her paternal grandparents. Her father went on to study engineering at the Mahatma Gandhi Institute of Technology in India, and later worked at IBM. While Beauchamp had a strained relationship with her father, she was close to her mother throughout her childhood. She also describes her relationship with her extended family.

Video Oral History Interview with Tai Beauchamp, Section A2014_228_001_002, TRT: 2:27:46 ?

Tai Beauchamp was raised primarily by her paternal grandparents, Sarah Hopkins and Leonzie Hopkins, in Linden, New Jersey. There, she began her education at School No. 5 and School No. 1. After the death of her paternal grandmother, Beauchamp moved to East Orange, New Jersey, where she divided her time between the homes of her mother, Taiwanda Beauchamp Scott, and maternal grandmother, Mary Beauchamp, who worked as a counselor for the State of New Jersey. Beauchamp attended the Our Lady of the Most Blessed Sacrament School, followed by the St. Mary School in Newark, New Jersey. At her mother's insistence, she enrolled at the Saint Vincent Academy, an all-girls Catholic school in Newark. Beauchamp was an energetic and inquisitive child, and enjoyed skating in the close-knit community of East Orange. She also frequented New York City with her friends on the weekends. At this point in the interview, Beauchamp talks about her relationship with her father and her two younger half siblings.

Video Oral History Interview with Tai Beauchamp, Section A2014_228_001_003, TRT: 3:28:35 ?

Tai Beauchamp graduated in 1996 from Saint Vincent Academy in Newark, New Jersey. She considered attending Rutgers University in New Brunswick, New Jersey, but decided to enroll at Spelman College in Atlanta, Georgia after receiving a scholarship from philanthropist Ray Chambers. At Spelman College, Beauchamp's classmates included actress Keisha Knight Pulliam, U.S. Representative Alisha Thomas Morgan and publicist Phylicia Fant. Beauchamp also became acquainted with the college president, Dr. Johnnetta B. Cole, as well as professors Beverly Guy-Sheftall and Ray Grant. Initially, Beauchamp aspired to become a doctor, but she struggled in her biology classes and soon became interested in a career as a fashion writer. Through Ray Chambers, she met Good Housekeeping's editor in chief Ellen Levine, who offered her an internship at the magazine during her sophomore year. Beauchamp went on to intern at Harper's Bazaar, and joined the staff of O, The Oprah Magazine upon graduating.

Video Oral History Interview with Tai Beauchamp, Section A2014_228_001_004, TRT: 4:28:45 ?

Tai Beauchamp began working as a fashion and beauty assistant at O, The Oprah Magazine in 2000. She quickly met the magazine's publisher, Oprah Winfrey, and editor at large Gayle King. Within four months, Beauchamp was promoted to beauty associate. In this role, she attended major fashion events with advertisers like Tiffany and Co., and met Essence writer Mikki Taylor and magazine editor Kerry Diamond. Beauchamp advanced to the position of

associate beauty editor under editor in chief Amy Gross. In 2003, Beauchamp resigned from O, The Oprah Magazine to oversee the beauty department at Suede, which was a fashion magazine for women of color headed by Susan Taylor and editor Elayne Fluker. In 2004, Beauchamp became the youngest beauty and fitness director at Seventeen magazine. In this capacity, she edited the beauty layouts and managed a team of four people. Overwhelmed by the long hours, Beauchamp left the publishing industry, and joined Ray Chambers at The MCJ Amelior Foundation in Morristown, New Jersey.

Video Oral History Interview with Tai Beauchamp, Section A2014_228_001_005, TRT: 5:26:35 ?

Tai Beauchamp left the magazine publishing industry to join The MCJ Amelior Foundation in Morristown, New Jersey. While there, she managed a budget of \$500,000, and partnered with Communities in Schools to develop a job training program called RU Ready for Work at West Side High School in Newark, New Jersey. In 2006, Beauchamp joined VIBE Vixen, where she worked with editor in chief Danyel Smith and creative director Erika Perry. As the deputy editor, she led the creative direction for the magazine. After VIBE Vixen ceased publication in 2007, Beauchamp founded a consulting firm called BluePrint Group LLC. The company focused on brand marketing and social impact, and evolved into Tai Life Media, LLC. Beauchamp also wrote for the iVillage blog alongside fashion designer Isaac Mizrahi. In 2009, she traveled to Africa with The Millennium Promise Alliance and co-produced 'World Malaria Day Events.' She also appeared on the SOAPnet show 'Holidate,' and served as a style expert on ABC, BET and Style Network.

Video Oral History Interview with Tai Beauchamp, Section A2014_228_001_006, TRT: 6:22:21 ?

Tai Beauchamp served as a consultant for clients like the Sundance Channel, Avon Products, Inc. and Tractenberg and Co. through her company, Tai Life Media, LLC. In 2010, she began working on a web series called 'The High Life,' which was created by Elayne Fluker at Black Enterprise. In 2011, Beauchamp was hired as a national correspondent for InStyle magazine. In this role, she cultivated the magazine's relationship with advertisers, and hosted events with brands like Clinique and David Yurman jewelry. As a media personality, Beauchamp made multiple appearances on 'The View,' and served as a red carpet host at the Grammy Awards and Academy Awards. At this point, Beauchamp talks about caring for her ailing maternal grandmother, Mary Beauchamp; her speaking engagement in Nigeria in 2010; and her participation in the Big Brothers Big Sisters of America program. She concludes the interview by reflecting upon her life and legacy, as well as her decision to freeze her eggs.