



Queen Latifah

Untold Story

Many fans know the royal name but not that Latifah selected it from an Arabic-name book around age eight. The detail reveals how early she practiced self-authorship: the public identity was not handed to her by a label after success.

Her business and production work is equally easy to underestimate because acting roles remain more visible. Flavor Unit Entertainment helped establish her as a decision-maker who could develop projects, not only audition for them—a crucial part of her cultural contribution.