# How JoJo Siwa’s signature bows became a UK schoolyard sensation and cultural phenomenon



Reality TV star and singer JoJo Siwa has captivated a new audience following her recent appearance on Celebrity Big Brother, yet many may be unaware of the significant cultural impact she had in the UK prior to joining the ITV series.

JoJo Siwa first gained recognition as a contestant on the American television competition Abby’s Ultimate Dance Competition, which laid the groundwork for her breakout role on the reality show Dance Moms. The show also helped launch the career of fellow dancer and actress Maddie Ziegler, known for starring in several music videos by artist Sia.

Transitioning from dancing to a digital platform, JoJo became a YouTube sensation before embarking on her music career in 2016 with her debut single “Boomerang.” It was during this time that she sparked a major fashion trend in the UK with her signature oversized clip-in hair bows.

A defining feature of JoJo’s look has been her large, colourful bows. These became so popular among young fans that, at just 13 years old, she launched her own line of bows in collaboration with Claire’s Accessories in 2016. The bows, which retailed at up to £12 each, quickly became a staple among primary school children across the UK. In addition to the official JoJo brand, many retailers began selling imitation bows, and some parents even made their own versions for their children, according to reports from OK! magazine.

Reflecting on her attachment to the accessory in a 2017 interview with CBBC’s Newsround, JoJo said, “I’ve always just worn bows. They just got bigger and better and sparklier – and then I became ‘JoJo with the bow bow’ and it became a thing.” She elaborated, describing the bows as “more than just a hair accessory… it is a symbol of power, confidence, believing-ness, literally it’s just a good thing.”

Despite their empowering symbolism and popularity, the bows also caused issues in some schools, where they were banned due to distractions and conflicts with uniform rules. The bows’ notable size and the culture of children trading and fixing them during lessons prompted several institutions to prohibit them.

JoJo recently discussed this phenomenon on Paul C Brunson’s podcast, We Need To Talk, revealing the extent of her influence, particularly in the UK market. “It’s crazy, they’re still banned in schools over here in the UK!” she said. JoJo highlighted the UK's major role in her popularity, explaining, “People don’t know this but for a bit, my biggest audience was over here in the UK, and that was because of the JoJo Bow craze. In schools, they became super popular... They had to ban them in school, because kids were trading them and fixing them all the time; they got distracting.”

While some schools maintain their bans, the bows remain available for purchase online, including on resale sites such as eBay and Vinted, continuing their legacy among fans.

Celebrity Big Brother airs tonight at 9pm on ITV1 and ITVX.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.tiktok.com/@bbuk/video/7496153591267233046> - This TikTok video discusses JoJo Siwa's recent appearance on Celebrity Big Brother UK, highlighting her interactions with British culture.
2. <https://www.dancersagainstcancer.org/> - This site can provide context on JoJo Siwa's involvement with Dancers Against Cancer, but it does not directly address her UK impact or bow phenomenon. It would typically be used to illustrate her philanthropic efforts.
3. <https://en.wikipedia.org/wiki/JoJo_Siwa#Early_life_and_career> - This Wikipedia page provides background on JoJo Siwa's early career, including her participation in Abby’s Ultimate Dance Competition and Dance Moms, which helped establish her in the entertainment industry.
4. <https://www.claireaccessories.com/collections/jojo-siwa> - This URL links to Claire's Accessories, which has collaborated with JoJo Siwa on her signature bows. It supports the claim of JoJo partnering with Claire's for her merchandise line.
5. <https://www.vinted.co.uk/search?query=jojo+siwa+bow> - This Vinted search result shows that JoJo Siwa's bows are still available for purchase online, highlighting their ongoing popularity and availability.
6. <https://www.ebay.co.uk/sch/i.html?_nkw=jojo+siwa+bow> - This eBay search page demonstrates that JoJo Siwa's bows are sold on resale sites, maintaining their cultural relevance over time.
7. <https://www.getsurrey.co.uk/news/celebs-tv/celebrity-big-brother-star-jojo-31505779> - Please view link - unable to able to access data