

Women's lifestyle brand Eila Chérie will launch online in January

An e-commerce lifestyle brand, Eila Chérie will officially launch on 9 January 2019. This forward-thinking, female-focused brand represents a community-based approach to entrepreneurship.



Image supplied.

The founder looks at Eila Chérie as a brand that offers today's boss babes a way to live an Instagram-perfect life while making a positive impact in the real world at the same time. Eila Chérie is already attracting much attention ahead of its launch as a result of its pledge to donate a 10% of net sales to organisations that assist and empower women around the globe.

The brand will break the mould and redefine "women helping women" by donating regardless of profit numbers. To promote its ethos of community over competition, plans are in place for Eila Chérie to eventually host an entrepreneurial online community and organise in-person events for women in business.

A force of character

Eila Chérie operates based on a company-wide mission to be a force of character. It invites all women to define what being a force of character means to them on their own terms. The company will donate 10% of each net sale to an organisation that benefits women. One organisation will be selected per year.

Eila Chérie is partnering with the nonprofit Global Fund for Women in 2019. Plans are in place to have customers nominate recipients in future years and a donation will be made even if the company does not turn a profit in the first year.

The online store will feature a premium selection of handbags, sunglasses, watches, earrings and more. The looks offered by the brand have been carefully curated to fit the needs of today's modern women. Unlike most startup companies, Eila Chérie is a completely independent and self-funded brand. This fact enables the company to fulfil its commitment to donating to charitable organisations regardless of sales numbers.

Eila Chérie's e-commerce store will go live on 9 January 2019. Shoppers can visit www.eilacherie.com to browse the brand's collection and learn more about its mission.

For more, visit: <https://www.bizcommunity.com>