

LOUISE & ELEANOR

Accessible Fashion

Let's be honest: We'd all love to sit in the front row at New York Fashion Week.

Let's also be honest: Few of us have the resources to fund the wardrobes found in the front row of New York Fashion Week.

In reality, few women have unlimited resources to put towards their wardrobes. This, though, doesn't mean that they don't want to be fashionable nor desire high-quality products.

In working to create LOUISE & ELEANOR, one tenet remained central to founder and CEO, Megan Tierney's vision: Create fashionable designs crafted out of high-quality materials that all women can afford to carry.

"When a woman purchases a LOUISE & ELEANOR handbag, I want her to know that she is not only purchasing something that will make her stand out in a fashion sense, but something that will be everlasting. I know how hard women work to be able to afford fashionable items. I want the women who purchase LOUISE & ELEANOR handbags to know that their efforts are well spent, and also respected, when they buy our handbags," Tierney said.

As LOUISE & ELEANOR exists to inspire women to live extraordinarily and pursue their wildest dreams, it was also critical to Tierney that the brand be inclusive of all types of women.

"LOUISE & ELEANOR is for every woman who appreciates highly styled fashion and products with lasting qualities. In creating the brand, it was important for me to design products at price points that most American women could afford. LOUISE & ELEANOR believes that there is strength in numbers, and wants to empower the greatest number of women possible with LOUISE & ELEANOR handbags," Tierney explained.

American designed and handmade in downtown Los Angeles, the domestic production of LOUISE & ELEANOR was important to the brand and the desire for an inclusive brand with exclusive products.

"I believe in the American dream. LOUISE & ELEANOR is a product of the American dream, after all! It was important to me to launch a fashion company composed of American made products designed for every American woman as she pursues her own version her American dream," Tierney said.