

# LOUISE & ELEANOR

## **The Birth Of A Brand**

A fashion brand with a purpose, LOUISE & ELEANOR was born from the desire to fill a gap left by other American fashion brands. Meant to inspire women to chase their wildest dreams, work to achieve their full potential, and give back purposefully, LOUISE & ELEANOR is a brand taking off where others leave off.

“The marketplace is full of many, wonderful, American fashion brands. As I explored and studied the marketplace, I knew I wanted to create something new and different. I wanted to develop not only a brand with vibrant and unique products, but a brand with tangible meaning that could purposefully impact the lives of not only the women who wear it, but also the women in their communities,” said LOUISE & ELEANOR’s founder and CEO, Megan Tierney.

After years of careful consideration, targeted research and focus on what American women need the most in a fashion brand, Tierney found her answer: Unique designs crafted in classic fashion and spun in the highest quality materials.

“I’ve spent a lot of time traveling to many places. During my travels, I always look at the trends women follow across the globe. Over time, what I’ve realized is that there is a great need for something different. I want the women who carry LOUISE & ELEANOR handbags to know that they are carrying a design unlike any other,” Tierney explained.

Along with design elements, other aspects of the LOUISE & ELEANOR brand make it unlike any other. Through social media and advertising campaigns, LOUISE & ELEANOR seeks to inspire women to pursue their wildest dreams with the knowledge that anything they seek to accomplish is within their reach.

“LOUISE & ELEANOR is more than a fashion brand. It’s a platform for women to collaborate and join together to inspire one another. LOUISE & ELEANOR designs and creates unique handbags, but also exists to provide women with the extra boost of confidence they need to achieve their full potential. In creating the brand, I quickly realized what women need the most in a new fashion brand is one daring to provide unique, yet classic, designs in an atmosphere where women strive to encourage and empower each other,” Tierney noted.

Each season is symbolic of the focus Tierney has on the power of women carrying LOUISE & ELEANOR handbags have to positively impact the world.

“When a woman sets off for the day with her LOUISE & ELEANOR handbag, I want her to know that she holds the key to her future. I want the women purchasing LOUISE & ELEANOR handbags to realize that they not only hold the power to positively impact their own lives, but also the lives of other women around them and across the globe,” Tierney said.

An entrepreneur with a philanthropic heart, for Tierney, a critical component to the birth of LOUISE & ELEANOR was that every handbag sold positively impact a woman in need.

“I am so aware of the countless women in every community that need an extra hand to help get them to where they deserve to be. In building LOUISE & ELEANOR, I realized that it would have immense power to positively impact the lives not only of the women carrying LOUISE & ELEANOR handbags, but also the women in their communities,” Tierney said.

As LOUISE & ELEANOR comes to life, Tierney’s threefold vision has come to fruition: Provide women with high-quality, unique handbags; inspire women to live extraordinarily and utilize the power of fashion to serve all women.

“During the process of creating LOUISE & ELEANOR, I was constantly inspired by the potential impact my dream might have on others. I hope that this inspiration lights a fire in the hearts of other women to pursue their passions boldly. The world might just change for the better if they do,” Tierney reflected.