

LOUISE & ELEANOR

Breaking Fashion's Glass Ceiling

When LOUISE & ELEANOR founder and CEO, Megan Tierney, launched the fashion brand in 2015, one notable factor set it apart: The brand's employees were all female.

In launching LOUISE & ELEANOR, Tierney turned to trusted friends—each experts in their respected craft—to help bring her dream to life. In doing so, she showed that women can turn visions into reality and lead successful business ventures.

“Many people told me to turn over the reins of LOUISE & ELEANOR to others. They said I needed to entrust the brand to the guidance of leading fashion agencies to get it off of the ground. In my heart, though, I knew that my friends and I were beyond capable of getting this off of the ground. It was important to me that we bet on ourselves,” Tierney explained.

Betting on herself and her female employees was critical to Tierney, as doing so was the first example of how LOUISE & ELEANOR's tenets exist to encourage women to pursue their wildest dreams and achieve their full potential while living extraordinarily.

“The launch of LOUISE & ELEANOR is about so much more than me and my own personal goals and dreams. I want other women to be able to look to LOUISE & ELEANOR for inspiration. I want them to say, ‘See, she did it! I can, too!’ I want the existence of LOUISE & ELEANOR to be that extra push of courage a woman needs to finally set foot on the path she is meant to travel en route to achieving her dreams,” Tierney said.

Led by her vision, Tierney has since found that like anything else, starting a fashion brand is also much more fun with friends along for the ride.

“It's been amazing being able to share the excitement of building and launching a fashion brand with friends. As the process unfolded, it felt like we were all in on the same, big, wonderful, exciting secret. I'm grateful that I can look to them when I need help or a laugh and that we are all passionate about building LOUISE & ELEANOR into a brand meant to empower women,” Tierney noted.