

# 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.

# LOUISE & ELEANOR

## About Our Founder

If you've met Megan Tierney, one thing is certain: She's your friend.

Those who know Megan would tell you that she's a dreamer, she's a giver, and above all, she's kind to all that cross her path.

And now, Megan is the creator of an American fashion brand.

For those who know LOUISE & ELEANOR founder and CEO, Megan Tierney, it comes as no surprise that she stepped out boldly in her entrepreneurial spirit and launched an American fashion brand for women.

Examining Tierney's life, it becomes apparent that since youth, her life has been about pushing past personal boundaries to give her dreams all she has to give.

Growing up on the San Francisco Peninsula, Tierney was a competitive tennis player, reaching the number-one ranking in doubles in Northern California and becoming a top-100 singles player in the United States. Recruited to play tennis collegiately, Tierney credits the sport for her drive and desire to pursue her goals to completion.

"Tennis taught me so much about how to pursue life. As a young athlete and into my adulthood, tennis made me realize that nothing is over until it's over. You may be down early, but if you re-focus and keep pushing forward, you can overcome any and all odds," Tierney reflected.

After graduating from the University of Oregon with a degree in Political Science, Tierney relocated to Miami, FL, where she worked in the real estate industry and founded her first company. Through these experiences, Tierney realized the focus and drive necessary to successfully lead a company, and gained a personal sense of leadership driven by the desire to serve others.

"Truth be told, starting a business is really, really hard. There are ups and downs, highs and lows. There's nothing I want to do more, though. In my time as an entrepreneur, I've recognized the ability of companies to not only benefit their customers through the development of high quality products, but also their communities through giving back. I've seen firsthand the power that companies have to positively impact the lives of others. It's this positive impact that inspired me to create LOUISE & ELEANOR," Tierney said.

At the end of the day, though, those who know Tierney best would sum her up as follows: "She's a friend to all." Happy, cheerful, giving and kind are a few of the keystones that Megan Tierney reflects. Truth be told, it's unlikely that she's ever met a stranger, as her smile is always the first thing to greet another. She's constantly willing to lend a helpful hand, a listening ear or a kind heart. She's a light of positivity in a world that needs nothing more. And it is with all of these hallmarks that she has created her first women's fashion brand, LOUISE & ELEANOR.

"I want to inspire women to help other women. I want people to recognize that LOUISE & ELEANOR is a brand meant to empower women. I want the characteristic of being kind to other people to be the coolest characteristic that a woman can be defined by. It is only when we all work together and support each other, that women will find their full potential," Tierney said.

A dreamer. A giver. A friend to all.

For those three reasons, Tierney created LOUISE & ELEANOR.

# 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.

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## **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.