****

**Contact:**

Christie Kozak | Leary PR | [christie@learypr.com](mailto:christie@Learypr.com) | 978-502-5747



**Fashion and Philanthropy Intersect on Nantucket**

**With the Launch of the First Olivela Boutique**

***Luxury fashion platform creates unique & socially meaningful Pop-up destination this summer***

NANTUCKET, MASSACHUSETTS (May 2018) *–* This June, the successful luxury and philanthropic fashion platform, Olivela ([olivela.com](https://www.olivela.com/)) will bring a unique fashion and socially impactful shopping experience to Nantucket with the grand opening of its first boutique located at 25 Centre Street in the heart of the island’s most visited upscale shopping destination. Olivela will feature its expertly curated assortment of top designer brands, with a substantial portion of each sale directly benefiting the education of girls worldwide.

Olivela was founded by serial entrepreneur, Stacey Boyd, who has a long history of success including the creation of Schoola, an online retailer that sells new and gently-worn clothing that supports fundraising for over 35,000 schools across the United States.

“We’re delighted to bring Olivela’s mission of creating an immersive and meaningful shopping experience to life,” said Boyd. “Nantucket’s vibrant business community combined with the stylish and socially conscious residents and visitors, is the perfect setting to launch the retail side of our business and further make a real impact in the lives of girls around the world.”

A unique feature for the elegant boutique will be #TheOlivelaEffect Experience Suite. Here, guests will be able to immerse themselves with the causes and recipients they are supporting as well as capture and share their unique experience. Taking philanthropic retailing to the next level, guests will be surprised by innovative in-store technology providing the opportunity to interact and learn about their favorite designer products while understanding the beneﬁt their purchase is having.

Organizations benefitting from Olivela are CARE, Malala Fund and Too Young to Wed. Olivela boutique’s offerings include women’s handbags, shoes and clothing, jewelry, beauty, and summer accessories from the world’s top luxury designers. The boutique will also feature weekly designer trunk shows, personal appearances and private events. Designed by an internationally acclaimed design studio, the Olivela Boutique is set to open June 2018, the ﬁrst of 15 boutiques to open through 2019.

**About Olivela**

Olivela is a luxury fashion platform that offers unique styles from the world's best designers with a substantial portion of each sale directly benefiting the education of girls worldwide through best-in-class partners CARE, Malala Fund, and Too Young to Wed.

**NIR Retail**

NIR Retail, a New England Development company, leases 100 of Nantucket’s premier retail locations found on Nantucket’s most popular shopping streets: Main, Centre, Federal, South Beach and South Water, and on Old South Wharf and Straight Wharf. Shops, galleries and restaurants include Southern Tide, Cavalier Gallery, Jack Wills, Style Paris, vineyard vines Nantucket, Vis-a-Vis, CRU, Lola 41, Ventuno, and more. Located off the coast of Massachusetts, Nantucket has welcomed generations of visitors and residents. Its world-class shops, restaurants, hotels, and seaside beauty have made Nantucket one of the most popular resort destinations for vacationers from around the globe. Visit [www.ShopNantucketIsland.com](http://www.shopnantucketisland.com/) for a full listing of galleries, shops and restaurants.

**New England Development**

For over forty years, New England Development has taken a creative, entrepreneurial approach to real estate development and management - delivering and sustaining successful projects across a wide range of property types. These projects transform complex challenges into preferred locations, generate long-term value to communities, afford compelling opportunities for local and national businesses, and offer sought-after experiences to a wide range of consumers.

The company is acclaimed for creating some of the country's most widely-recognized and successful regional centers, as well as multifaceted developments that combine retail, residential, hotel, and office uses. Outlet centers, high-end and street-front retail, airport retail, golf courses, restaurants, and marinas round out New England Development's robust portfolio. For more information visit [www.NEDevelopment.com](http://www.nedevelopment.com/).

###