

# AÉRYNE



5th March 2021, Stockholm

## CHERRIE x AÉRYNE

### **Aéryne collaborates with artist Cherrie for the launch of the Spring 2021 collection**

Aéryne launched the Spring collection on February 24th, composed of 11 sustainably produced pieces. Sustainability is not Aéryne's only focus; female empowerment is also deeply rooted in the brand's identity. Aéryne celebrates women of all backgrounds and aspirations through the content shared on social media and also donates a portion of sales to a girls' school in Mumbai, India, to contribute to their education and overall well-being.

This year, Aéryne wants to engage with its community and share one another's experiences on key topics around womanhood. The goal is to frequently select a topic of discussion and a key opinion leader to guide the conversation into a place of understanding, solidarity and personal growth. For the first partnership of this kind, Aéryne collaborates with artist Cherrie around the topic of being a black woman in the music industry, and how underrepresentation and unequal opportunities are still prevalent issues.

Cherrie, or Sherihan Hersi, was born in Oslo, Norway, to Somali immigrants. She lived in Finland for about a decade before moving to Sweden where her family took up residence in the Rinkeby area of Stockholm, home to a large immigrant population. Cherrie took it upon herself to become a spokesperson for the area, representing some of the challenges its residents face, from broken hearts to gun violence.

To read the full Q&A, go to [aeryne.com](https://aeryne.com)

For more information about Aéryne or this collaboration, please contact [press@aeryne.com](mailto:press@aeryne.com)