

# gracemade

PRESS RELEASE

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## **WEAR YOUR VALUES – IMPACTING CULTURE THROUGH ETHICALLY MADE MODEST FASHION**

LOS ANGELES - GRACEMADE is a faith-driven lifestyle brand that delivers a fashion-forward interpretation of modest apparel. The brand was created by founder Jasmine Rennie after spending years struggling with her identity and worth, seeking attention and validation by dressing revealingly – a journey that ultimately led her to discover that her true identity and worth were rooted in Jesus. Gracemade was birth out of that testimony and as a means for women to express their personal style while honoring their values.

“Our mission is to reinvent the way the world thinks about modesty, particularly when it comes to fashion and personal expression, says Jasmine founder of Gracemade. “The way we see it, modesty is not a form of restriction or constraint; it’s an invitation to explore our hearts’ intentions and discover where we find our worth.” Gracemade chooses to accept that invitation: by sharing a vision of infusing effortless, demure style with bold, creative confidence. “We hope to empower women to celebrate their self-worth and embrace the beauty within.”

Each Gracemade piece is designed and manufactured in Los Angeles, using ethical and sustainable standards with the utmost respect for people, the local community, and the environment. In addition to producing locally, Gracemade aims to impact lives through their commitment to give back: with every purchase, they donate a portion of the proceeds to charity.

Gracemade can be found in specialty boutiques across the U.S. including ethical concept shops GALERIE.LA and Aware Marketplace, as well as their website and e-commerce hot spot Garmentory.

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