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CEMELI

A fashion company with a social mission

CEMELI

Story

About

Based in New York City, Cemeli is an ethical fashion boutique featuring select items crafted by women designers and artisans from around the globe. Cemeli gives back an amount of sales to education initiatives to help integrate displaced youth into society and build confidence in their futures through education.

The idea for Cemeli was conceived after a trip to Greece in 2016. After witnessing the devastating effects of the refugee crisis and the socioeconomic plight of the country, the founder started the first education campaign. In early 2017 the fruition of the Cemeli brand had begun.

At the core of the brand are empowerment of women owned businesses and supporting refugees through education. By expanding emerging designers towards the global stage and returning profits back to local economies Cemeli aims to support and inspire women and youth for success.

CEMELI

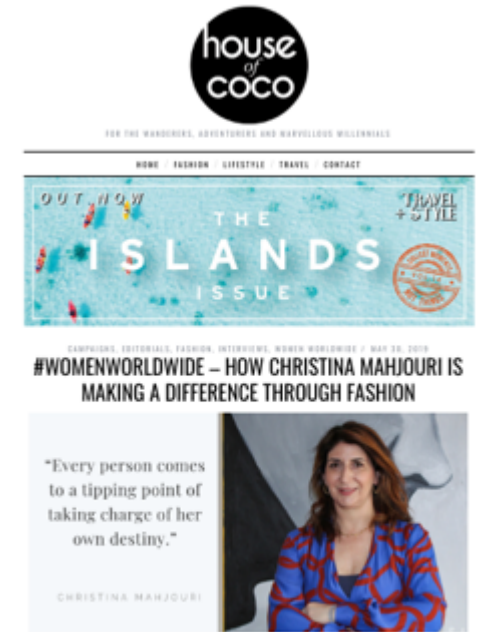
CEMELI
Press

Publicity

Cemeli has been featured in acclaimed publications such as **Condé Nast Traveller** and **Condé Nast Brides** as well as featured interview in [House of Coco](#) by founder Christina Mahjouri.

The logo for Condé Nast Brides, featuring the words "CONDÉ NAST" in a small, black, sans-serif font above the word "BRIDES" in a large, bold, pink serif font.The logo for Condé Nast Traveller, featuring the words "Condé Nast" in a small, black, sans-serif font above the word "Traveller" in a large, bold, black serif font.

Publicity



Sometimes, there comes a time in your life when you want to do something really meaningful and this is certainly true of Christina Mahjouri. Her brand not only showcases a great selection of hand-picked fashion accessories sourced from around the globe, but her business also helps empower women and funds vital educational initiatives for young people and children. What's more, she's inspired, they speak to Christina to find out more about her business and what inspired her to start her own brand.

Please tell our readers a bit more about yourself and how you fit in with CEMELI and how you fit in with CEMELI and how you fit in with CEMELI.

CEMELI

Values

Core Values



BE AUTHENTIC

Empowering emerging women designers in the fashion industry



BE CONSCIOUS

Driving education initiatives for underprivileged youth



BE COMPASSIONATE

Standing up for refugee youth and their rights to a better future



BE STRONG

Promoting talent and boldness seen in female owned small businesses

Mission

The Cemeli social mission is to inspire success by empowering women owned businesses and support education initiatives for displaced youth.

The mission is fulfilled by collaborating with small businesses in emerging economies that meet Cemeli quality standards. The education initiatives are funded through specific campaigns.



CEMELI

Campaigns

Campaigns

Each campaign is focused on supporting refugee youth through specific goals relating to product sales of a unique Cemeli product that contributes to the education initiative.



1st Campaign

Product: The Daily Success Mantras notebook #OneforOne.

Initiative: School supplies for refugees at Carytas Athens

Cemeli created a notebook, with inspirational mantras for success. The goal of the initiative was to donate school notebooks to a refugee shelter for the 2017-2018 school year with the proceeds. Cemeli sourced the school supplies from a local factory. In addition, Cemeli performed extensive research to identify a non-profit that would best fulfill the campaign goals in a transparent way.



Above: In July 2017 Founder Christina Mahjouri delivers notebooks to refugee shelter of Carytas Athens.

Below: September 2017 students living at Carytas Athens shelter receive notebooks and other schools supplies in time for school year.

2nd Campaign

Product: Cemeli Motivation Bracelet

Initiative: Scholarships the American College of Greece

Quotes from the “Daily Success Mantras Notebook” were used to create bracelets with motivational quotes. The product development was a collaboration of the Cemeli team with IMISI - a women owned business based in Greece.

This ongoing campaign supports Education Unites: From Camp to Campus. This program provides scholarships to young displaced youth between the ages of 16-22 the opportunity to prepare for college level classes in the English language. Each bracelet sold supports the scholarship initiative.



CEMELI

Shop

Our Commitments

Cemeli stands firm by its commitments to only feature brands that abide by important parameters.



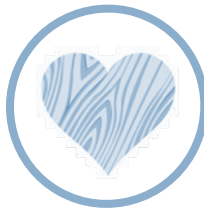
H A N D C R A F T E D



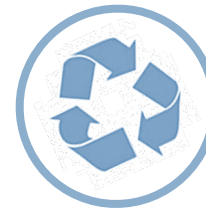
N A T U R A L L Y S O U R C E D



O R G A N I C C O T T O N



R E C L A I M E D W O O D & C O R K



1 0 0 % R E C Y C L E D F A B R I C

Product Categories

Cemeli collaborates with emerging artisans and fashion designers from around the world. The online boutique sells select products which are trendsetting, scalable to global markets and feature high quality craftsmanship.

Cemeli searches for new collaborations and products that meet the Cemeli criteria.

JEWELRY

SANDALS

DÉCOR

LUXURIOUS SCARVES

SWIMWEAR

BAGS

SANDALS

Bohemian Greek



SWIMWEAR

Sugarfree





JEWELRY

Vanile on the Rock

Ukka Lelle

Spende Le Stelle



BAGS

Bleecker & Love

Apoxyllo

Ukka Lelle





DECOR

Natural Greek Fabrics



SCARVES

MY by Maria Yeroula



CEMELI

Team

The team



Founder

Christina Mahjouri is a mission driven creative problem solver. A hybrid from years of experience across global corporations, startups and nonprofits across 20 countries in governance, supply chain and transformational change.

Brand Manager

Elisavet Chatzigaki is a strategic and creative mind, with solid experience in marketing and communication in the fashion sector and running philanthropic campaigns since being a student.



CEMELI

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“

At Cemeli we believe in a world where every human being has a fair chance to achieve a life of abundance, happiness and the ability to reach his/ her wildest dreams. We collect unique fashion accessories, sourced from emerging women designers and artisans from around the globe.

”

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THANK YOU