

Olivela makes offline debut in philanthropic pop-up

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Olivela has opened up shop in Nantucket. Image courtesy of Olivela

By STAFF REPORTS

Online retailer Olivela is bringing its shop-for-a-cause concept to a physical store for the first time.

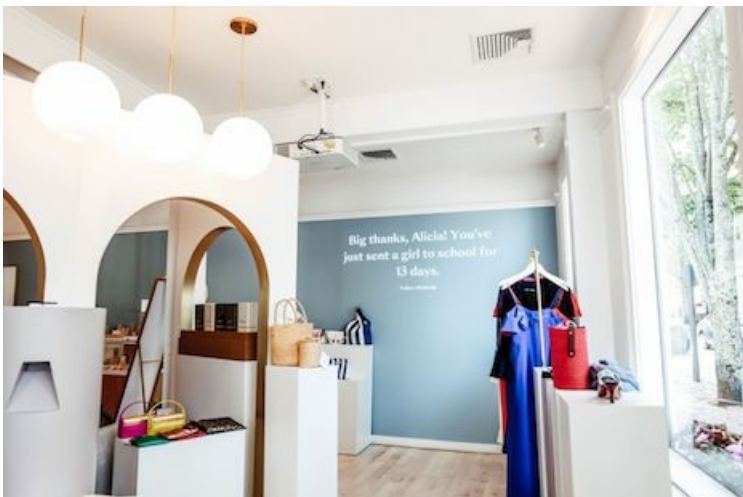
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Olivela is opening an 850-square-foot pop-up shop in Nantucket, MA for the summer, allowing consumers to buy products from brands including Dior and Aquazzura, with a portion of proceeds going to charity. In this seasonal boutique, Olivela is leveraging technology to demonstrate the impact that purchases can have on various missions.

Bricks-and-mortar debut

Olivela launched its online store last June. Each item listed on the ecommerce platform impacts a charity that has partnered with Olivela, which is detailed on each product page ([see story](#)).

Bringing this idea to a physical format, Olivela's pop-up includes an Edit Table of curated merchandise. Picking up one of these items prompts a projection that explains the impact that a purchase can have.



Olivela demonstrates the impact of purchases. Image courtesy of Olivela

An Olivela Effect Hub allows consumers to explore specific beneficiaries that Olivela works with, while consumers can also view a projection that shares an overview of the retailer's charity collaborations.

Items purchased at the boutique will give back to charities including the Malala Fund, CARE and Too Young To Wed, which focus on educating girls.



Olivela's pop-up. Image credit: Olivela

Along with merchandise from brands including Fendi and Stella McCartney, the pop-up will welcome trunk shows and events throughout the summer for beauty and jewelry.

"There's nowhere we would rather open our first physical doors than Nantucket," said Stacey Boyd, CEO and founder of Olivela, in a statement. "We are thrilled for Olivela to take this next step and connect with shoppers face-to-face this summer.

"We have seen tremendous growth since launching last June, and this Nantucket opening is the perfect cap off to an incredible first year in business," she said.

The pop-up will be open until Sept. 30.

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