

RETAIL

Olivela helps provide school to girls who are denied education

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Olivela offers an exclusive candle from Eric Buterbaugh. Image credit: Olivela

By STAFF REPORTS

Luxury online retailer Olivela is helping give a leg up to girls across the world who are denied education in a new partnership.

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To celebrate the eighth International Day of the Girl, Olivela is working with fragrance designer Eric Buterbaugh to help support the education of young girls. The United Nations General Assembly designated Oct. 11 as a special day in the hopes of recognizing girls' rights and helping to combat some of the daily challenges they face.

Supporting girls

Olivela will be selling an exclusive candle scent, with a floral Iris fragrance to celebrate the International Day of the Girl, created by Eric Buterbaugh.

"I love working with the Iris flower in my floral arrangements as the colors are so incredibly vibrant and lively, and the flower is a symbol of faith, hope, wisdom and courage," said Eric Buterbaugh, founder of Eric Buterbaugh fragrances and florals, in a statement. "When we partnered with Olivela, we came up with the idea to create a special candle to celebrate International Day of the Girl, a day signifying all of the traits of the iris flower."



EB Florals by Eric Buterbaugh

Iris Flower of Hope Candle

\$70

Provides 1 Day of School

Olivela will retail the candle for a cause

Each candle sold will provide one day of school for girls around the world, in areas that prevent them from receiving an education.

In addition the candle purchases, Olivela will also donate one day of school for girls for every email entered on its Web site.

"For this year's International Day of the Girl, we wanted to create something meaningful and partnered with Eric Buterbaugh to bring you this exclusive iris-scented candle," said Stacey Boyd, founder and CEO of Olivela. "As Eric explains, the iris symbolizes faith, hope, wisdom and courage.

"We feel it perfectly embodies the ideals of both International Day of the Girl and Olivela," she said.

Olivela can be described as a philanthropic retailer, as its business model focuses on giving to charity.

For last year's back to school season, the retailer prepared with a charitable takeover by the Malala Fund.

Olivela works as a visibility platform that ties philanthropy with retail by including transparent details of how a specific purchase, from brands such as Valentino and Stella McCartney, can help those in need. The Malala Fund, GOOD+ Foundation, VH1 Save The Music Foundation and Too Young To Wed were the first charities to join Olivela, all of which benefit children around the world ([see story](#)).