

APPAREL AND ACCESSORIES

Olivela's Stacey Boyd: Luxury Woman to Watch 2019

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Stacey Boyd

By STAFF REPORTS

Luxury Daily annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Stacey Boyd, founder/CEO, **Olivela**, New York

"The concept of luxury is expanding wider than a beautiful dress, handbag or perfume itself"

What do you most like about your job?

That's an easy one – without a doubt, meeting the girls who are able to receive an education as a result of proceeds of fashion, accessories and beauty sold on Olivela.com. They are the core of every part of the work we do.

There's nothing more rewarding or inspiring than hearing their stories.

What is the biggest challenge in your work?

We couldn't be more thrilled by how quickly and wholeheartedly the fashion world has embraced the Olivela concept. In less than a year, the Web site grew from offering 12 top luxury brands to over 200.

It's important that we continue to scale the infrastructure to keep pace.

What is your work priority for 2019?

I think our next challenge will be to expand the Olivela world to brick-and-mortar.

We opened our first physical pop-up boutique in Nantucket [in Massachusetts, U.S.] this summer and the response from the community has been overwhelming, so we're looking forward to continuing on this path.

What is your proudest achievement in luxury?

Being able to harness the tremendous power of luxury, and channel it into making a very real, very tangible difference to girls around the world.

Our charity partners – Malala Fund, Too Young To Wed and CARE – are doing incredible work in providing young girls access to a quality education and all the opportunities that come along with that.

It's an honor to be able to give luxury consumers a platform through which they can support this mission.

How do you see luxury evolving in 2019?

More and more, the concept of luxury is expanding wider than a beautiful dress, handbag or perfume itself – consumers want to know that the brands they support are aligned with causes they care about and are committed to ethical practices.

This new idea of luxury is having the ability to make an impact with one's purchasing power.

[Please click here to see the entire Luxury Women to Watch 2019 list](#)

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