

FOR IMMEDIATE RELEASE:

Ivory Ella Taps Moxie for Licensing Partnerships

Westport CT— (October, 2021) Moxie and Co is pleased to announce a new partnership with **Ivory Ella**, the mission driven apparel and lifestyle brand focused on elephant conservation and giving back. Ivory Ella, a digitally native brand, has already built a huge audience of millennial and Gen – Z girls (and their mom’s) who believe it is just as important to “do good as it is to look good”. Ivory Ella is currently sold at the Ivory Ella website and at retailers like Kohl’s, Nordstrom’s, Sak’s and at gift and specialty stores across the US and Canada.

Moxie will be working with Ivory Ella to create a comprehensive licensing program to support their existing apparel business. Moxie plans to focus on licensees who have the same core values as Ivory Ella.

"We are very happy and honoured to work with Ivory Ella to extend their brand and expand their mission of conservation. It is so important to give back and we plan to grow the Ivory Ella brand in categories like apparel accessories, gifts and stationery, publishing and stationery" said Janine Hallisey of Moxie & Co.

"Brands need to exist everywhere all at once for a consumer. That means online, working with multi-brand retailers and having your own storefront or collaborating with others. Licensing is a perfect way to scale the Ivory Ella brand out beyond the apparel." said Matthew Scanlan, CEO of Ivory Ella

About Ivory Ella: Ivory Ella was born from a passionate desire to make a difference in the world with good clothes for a good cause. They donate 10% of the net profits to “Save the Elephants” and other charitable causes. Ivory Ella creates clothes and products that people are proud to wear. For more information, visit to www.ivoryella.com or check us out on Instagram, Tik Tok, and Facebook.

About Moxie & Co.

Moxie & Co. is a full-service global brand management and licensing agency. Headquartered in Westport CT, Moxie represents a diverse portfolio of designers and well-known brands including The MTA (The New York City Subway), Molly Hatch, Magnolia Bakery, and the Hunt A Killer to name a few. Moxie develops and manages strategic licensing programs across a wide array of product categories at all levels of retail around the globe. For more information, visit www.moxieco.com.

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