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**LAUNCH**

## **The Feminine Cartel**

A Day of High Fashion in St. Louis

**FOR IMMEDIATE RELEASE** – In 1919, Greek refugees Stephanos and Evangelia Constantinides settled in St. Louis and opened the Progressive Dry Cleaners in the northern part of the city. Their oldest daughter, Olympia, worked as a seamstress at her parents' shop from the time she was a child until Progressive Dry Cleaners closed in 2006. Olympia passed her love for style and dressing to her granddaughter and namesake, Olympia, "Lia" Glynias.

Glynias, owner of Launch, a high-fashion clothing and accessories retailer in the Hill, said there are few things she remembers more vividly than playing dress-up in her grandmother's closet.

"Dressing was an opportunity to express and to play," Glynias explained. "I remember my grandmother telling us over and over that how we look when we leave the house is how the world will see us and treat us. And I wanted to use how I dressed to launch me to where I wanted to be."

### **The Feminine Cartel**

Glynias said she yearns for women to enjoy the act of dressing, just as she did in her grandmother's closet. On Saturday, Oct. 13, guests will have a chance to do just that during Launch's "The Feminine Cartel" event.

The Feminine Cartel is an exciting opportunity for customers to shop an international and exclusive fashion market of women's apparel and accessories and meet many of the makers one-on-one.

Women 19 to 90 are invited to join Glynias at her shop inside Skif International (2008 Marconi Avenue) for a fashion-forward day, which will feature house brands LAUNCH, Skif and Michael Drummond, as well as guest brands Nida Lu, Beltshazzar Jewels and Barcelona's Aldo Martins, among others.

"Every garment, every bag, every piece of jewelry will be magic. These are uncompromising masters of their craft. Cartels pop up where there is demand and in St. Louis we are ripe for a high level of taste."

### **A Full-Circle, Hyper-Local Affair**

Glynias' strong ties to St. Louis and golden rule philosophy guarantees that the event is built-to-last by leaning on a resilient network of small businesses that are putting St. Louis on the map.

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Among them, Star Fire Senses Yoga, Minas Espresso coffee, Rudy's Flower Truck and other STL-based businesses will provide a multisensory, hyperlocal lifestyle experience throughout the day's schedule.

"Family business is redundant, if I invite you into my home or my business the idea is to share the best with you. There's a community of folks who feel the same way and I'm thrilled they're going to be here together."

**Standing on the shoulders of Generations of St. Louisans**

In addition to the business, the Feminine Cartel has a more personal connection as the St. Louis Walk to End Alzheimer's will be this year's beneficiary of the event's proceeds.

"Alzheimer's disease has affected every branch of my family tree and my grandmother Olympia lived the last 15 years of her life in a battle. It's important to honor the people who's shoulders we're standing on to be here, and this partnership is a tribute to them."

As supporter of the event, the Greater Missouri Chapter of the Alzheimer's Association will receive a \$5 donation for every VIP ticket sold.

To RSVP to The Feminine Cartel visit:

<https://www.facebook.com/events/540850683021782>