

For the strong women and the amazing daughters they are raising. For the women of today and the women of tomorrow. Merci Maman's International Women's Day celebrations are underway.

Launching 1st March 2021

Here's to the courageous, the amazing and the inspirational girls and women we know and love. Here's to the women we work with, grew up with, look up to and the ones we're now raising today – to the future and all the possibilities for the next generation. Here's to International Women's Day.

International Women's Day couldn't be a bigger celebration at Merci Maman. We champion and uplift the women we know, raise and work with on a daily basis, and are constantly in awe and sheer admiration of the female force behind our brand. The women who wear our product, the next generation that they are raising and each and every inspiring woman and girl that we are lucky to come into contact with through our brand. The mothers, aunts, sisters, friends and daughters who come in all shapes and sizes and are raising the future. IWD for us is all about the transmission of values that are passed down between generations, the self-confidence inspired by the women we know. The powerful relationship between mother and daughter, and the role model that mothers are for the daughters they are raising.

As a team made up of 94% women and a brand founded by the inspiring entrepreneur Béatrice, we truly are a female run business and couldn't be prouder of the fact. We see strong women raising strong women every day at work and to highlight the occasion, we are commissioning interviews with the most important people within our Merci Maman family - the children. The daughters and sons of the women within the Merci Maman team, the children being raised by the women we admire the most. To celebrate the future and all the possibilities for the next generation, to raising strong and inspirational children who can take on the world. We'll be asking them what IWD means to them, what makes their own mothers 'super mum' and what aspirations they have for the future amongst other key topics for IWD. We're expecting some interesting answers...

To honour IWD this year we have created the Raising the Future Bracelet, with an exclusive orange or natural ribbon and illustration, to be worn between a mother and daughter. A talisman, designed as a constant reminder to daughters, granddaughters, nieces, or a loved one that they are strong, and will always achieve great things when they put their minds to it. They are an inspirational female being raised by the best, and the bracelet is intended to always remind them of that.

For the bracelet illustration we commissioned an in-house competition, asking our teams for their interpretation of IWD and as expected, they truly delivered. With plenty of fantastic ideas to choose from, Alice from our French office designed the heart illustration which was voted number one. Her design is to represent the idea of raising a daughter, always keeping her in your heart and protecting her with your arms, but with the incomplete larger heart leaving space for her to grow into her own woman.

30% of profits from each bracelet sale will be donated to The Little Roo Fund.

Pricing starting from £39 for a Mini Disc and £49 for a Small Flat Disc.

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NOTES TO EDITORS: to be updated per market

- Merci Maman was founded by mother of four, Béatrice de Montille, at her kitchen table in Fulham, London.
- Thirteen years on and she now works with a team of 50, with workshops in London, Paris and Berlin.
- Merci Maman translates to “Thank you, Mummy” – a nod to the creators’ French origins and the original celebration of the mother and child bond.
- Every single piece is engraved by hand within 24 hours and delivered for free on orders over £50 in the Merci Maman’s iconic orange gift box.
- Merci Maman’s successes include: Winning the Queen’s Award for Enterprise in the International Trade Category twice, press coverage in acclaimed publications including Vanity Fair, Vogue, Gala France...
- The Brand is now loved by Royals and celebrities such as The Duchess of Cambridge, Autumn Phillips, Carla Bruni Sarkozy, Isabella Branson and Jools Oliver.