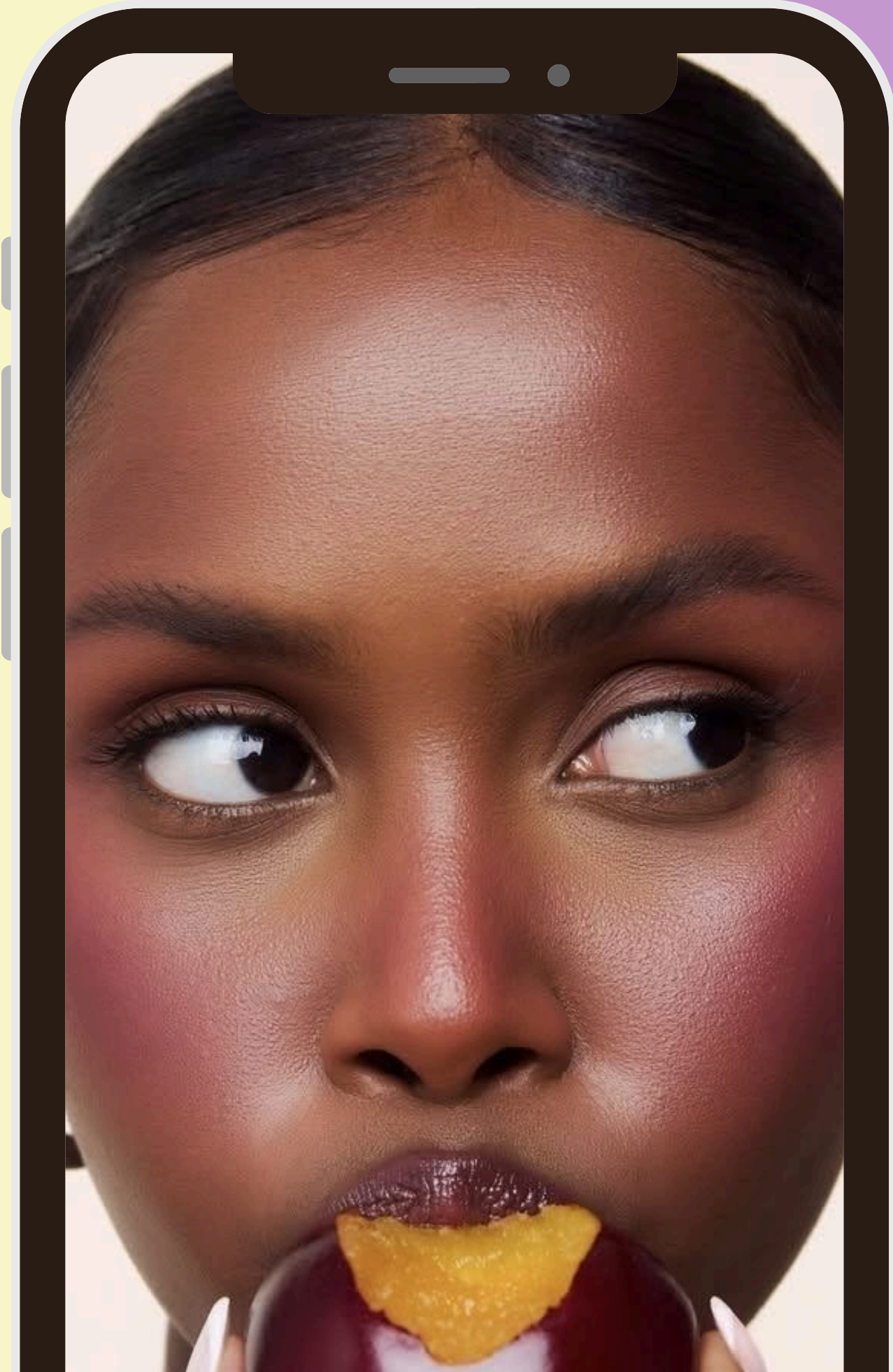


**FOR WOMEN BECOMING EVERYTHING
THEY WERE MEANT TO BE.**

DARLENE DARLING

**WELLNESS • CONFIDENCE • CAREER •
COMMUNITY**



Darlene DARLING

MAKEUP | SKINCARE | CONFIDENCE

WHO IS DARLENE DARLING?

SO... WHAT IS DARLENE DARLING?

Darlene Darling is a women-centered community created to help women feel seen, supported, confident, and prepared for whatever chapter comes next. We empower women through making cosmetics, wellness and community more accessible.

We believe becoming your best self shouldn't have to happen alone.



WHY DARLENE?

Darlene Darling was inspired by Darlene my aunt and ancestor.

I am named after my aunt I never met whose life was taken by Breast Cancer, A terminal illness that affects many women yearly.

Her story became the foundation for a bigger question:

What would happen if women had a community that encouraged them to take care of themselves, believe in themselves, and build the lives they actually want?





WE BELIEVE...

WHAT WE BELIEVE

You can be ambitious and soft.
You can care about your career and your well-being.
You can reinvent yourself at any age.
You don't have to have it all figured out.
And asking for support doesn't make you weak.
You deserve a community that pours back into you.



Founder

Dionna Swinson

THE DARLENE DARLING WOMAN

OUR PILLARS

BEAUTY

Makeup consultations and beauty experiences that encourage women to explore their creativity and confidence.

COMMUNITY

Beauty events that bring women together to connect, learn, celebrate, and pour into one another.



SOLUTIONS WE OFFER TO CUSTOMER PROBLEMS

BRANDING

Cosmetic branding consultations for women building their presence, businesses, and careers in the beauty industry.

MENTORSHIP

Guidance and meaningful connections for women navigating their next chapter — professionally, creatively, and personally.

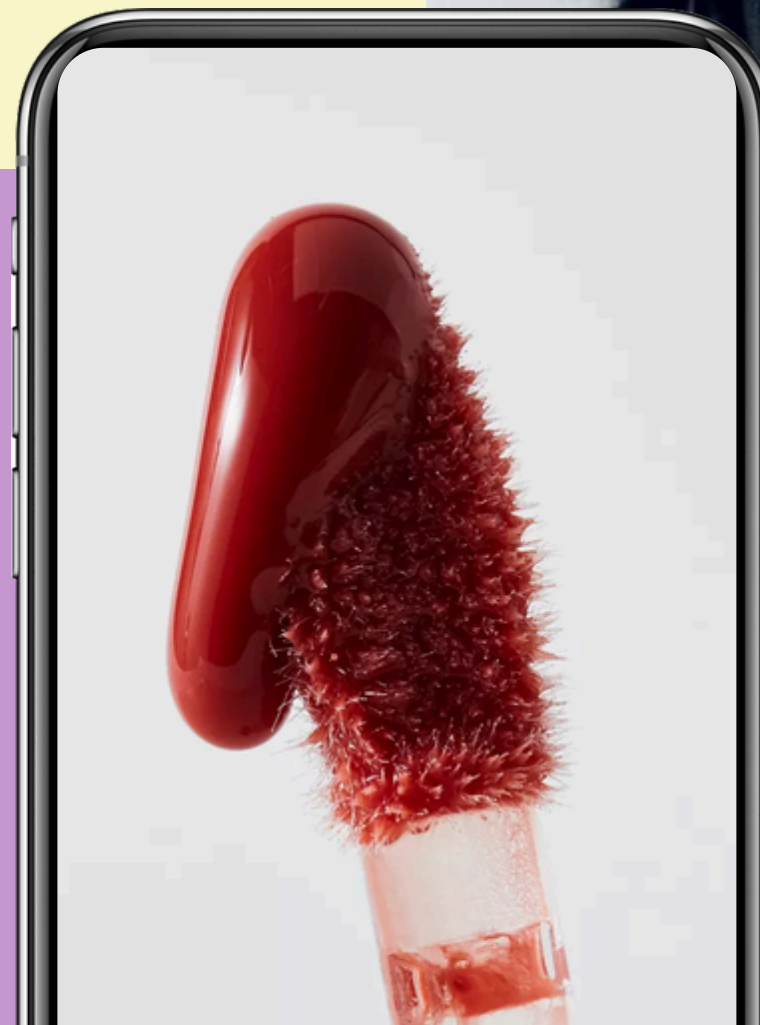
THIS ISN'T JUST A COMMUNITY. IT'S AN EXPERIENCE.

WHAT WE DO



Through events, workshops, conversations, networking opportunities, beauty experiences, and community initiatives, Darlene Darling creates spaces where women can:

CONNECT. LEARN. CREATE. GROW.





DARLENE DARLING IS FOR THE WOMAN WHO...

THE WOMAN WE'RE
BUILDING FOR

is figuring it out.

is starting over.

has a big dream.

wants more for herself.

needs a reminder that she's capable.

wants to meet women who inspire her.

is becoming someone new.

If that sounds like you, welcome, darling.



DIONNA SWINSON

DARLENE DARLING INTIATIVE

@DIONNASWINN@GMAIL.COM

WELCOME
TO DARLENE
DARLING.

YOUR NEXT CHAPTER DESERVES A COMMUNITY.

Follow @DarleneDarlingInt

Join the community.

Come to an event.

Bring a friend.