

# CHIC-TRIBE

Digital Magazine

## JENI-ANNE CAMPBELL

Author: Feeding Unicorns

ISSUE 28

DECEMBER 2025

@ChicTribeDigital

**A SEASON OF BECOMING**



Issue 28  
**CHIC-TRIBE  
DIGITAL**

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Dear Chic-Tribe Family,

As we arrive at the final issue of the year, I'm filled with gratitude, pride, and a deep sense of reflection. December invites us to pause, to look back at the journey we've walked, and to honour every moment that shaped us, and this year has been nothing short of remarkable for Chic-Tribe.

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# *Editor's Note*



Our December cover star, Jeni-Anne Campbell, embodies so much of what this platform stands for: purpose, resilience, and the courage to lead with authenticity. Her story closes out the year beautifully, reminding us that growth is not always loud, but it is always intentional.

2025 marked five years of Chic-Tribe Digital Magazine, and the milestone was felt in every partnership, every initiative, every story told, and every space we were invited into. From meaningful collaborations and impactful events to the voices we amplified and the communities we nurtured, this anniversary year showed us just how far the vision has grown, and how deeply it resonates.

None of this would be possible without the women who trust us with their stories, the brands and partners who believe in our mission, and our readers who continue to show up, engage, and grow alongside us. Thank you for walking this journey with us, for supporting independent media, and for allowing Chic-Tribe to be part of your world.

As we close off the year, we do so with full hearts and big dreams. 2026 is already calling for deeper collaboration, bolder storytelling, and even more meaningful partnerships, and we cannot wait to build it together.

From myself and the entire Chic-Tribe team, we wish you a joyful festive season, a restful break, and a new year filled with clarity, courage, and abundance.

Here's to growth, sisterhood, and everything still to come.

With gratitude,

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**Sarah Banda**  
Editor-in-Chief

**Chic-Tribe  
Digital  
Magazine**



Chic-Tribe Digital

*Interview By Sarah Banda*

# Feeding Unicorns: What Modern Leaders Still Get Wrong

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Leadership doesn't need to be louder - it needs to be more human. Few people express this truth as clearly, creatively, and courageously as **Jeni-Anne Campbell**.

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For more than two decades, she has built teams, ideas, and businesses with a philosophy that prioritises people before performance knowing that, ultimately, the two cannot be separated. As the creator of *The Good Businesswoman*, Jeni has become a refreshing voice challenging the old rules of leadership with humour, honesty, and a willingness to say what many leaders quietly feel.

Her journey from founding and selling an all-female creative agency, to shaping D2C's designed-to-change movement, to publishing her new book *Feeding Unicorns* reflects a leader who experiments, questions, unlearns, and rebuilds. Her work centres a simple but often neglected idea: good business is created by good people who are given the space to be themselves.

In this conversation, we explore the lessons, stories, and lived experiences that shaped *Feeding Unicorns* and the human principles Jeni believes can reshape how we lead, create, and care at work.

December , 2025

**When you sat down to write Feeding Unicorns, what truth were you trying to put into the world that leaders still get wrong?**

That performance doesn't come before people. It comes from people. So many leadership models still treat humans like outputs instead of inputs. Fix the KPI, tighten the process, push harder. Meanwhile the humans are exhausted, anxious, and quietly disengaging.

Feeding Unicorns came from years of watching brilliant people burn out not because they lacked talent, but because they weren't understood, protected, or properly fed. The truth I wanted to put into the world is simple but uncomfortable – you cannot extract greatness from people you don't care for. And if you think you can, it will catch up with you eventually.

**You've built teams that are both creative and deeply human. What did you learn about people not leadership theory, but people that fundamentally reshaped how you lead?**

People don't need to be motivated as much as they need to feel safe. Safe to ask questions. Safe to fail. Safe to say "I'm not okay today".

I learned that most performance issues aren't skill problems, they're emotional ones. Fear, overwhelm, lack of clarity, lack of trust. Once you start leading humans instead of job titles, everything shifts. You stop managing output and start managing energy. And the output follows.

**Your career shows that culture is something you build on purpose. What's one culture habit you believe every leader should retire, and one they should urgently adopt?**

Retire the habit of confusing urgency with importance. Everything does not need to be on fire. Constant pressure creates panic, not excellence.

Adopt radical clarity. Clear expectations. Clear boundaries. Clear communication. People don't need motivation speeches, they need to know what good looks like and how to get there without losing themselves.

**The Good Businesswoman has become a movement, not just a platform. What conversation are women in leadership finally ready to have and what conversation are they still avoiding?**

We're finally ready to talk about ambition without apologising for it. Wanting more does not make us selfish, cold, or difficult.

What we're still avoiding is the conversation about exhaustion. About how many women are quietly carrying teams, families, emotional labour, and leadership without proper support. Strength has become performative. We need to talk about sustainability, not just success.

**"Doing things differently" is a thread that runs through your story. Was there a moment in your journey where you realised you could not continue leading the way the world expected you to?**

Yes. Very many years ago - when I realised that being "tough" was costing me my softness - and that my softness was actually my superpower.

I had a choice. Harden myself to survive the system, or build a different system entirely. I chose the harder option, which ironically was staying human. That decision shaped everything that followed.

**Working motherhood is central to your advocacy.  
What boundary or belief helped you stop negotiating with guilt?**

The belief that guilt is not a measure of love or commitment.  
It's just noise.

Being present looks different on different days. Some days I'm winning at work. Some days I'm winning at motherhood. But I know I'm always doing my best at both. That has to be enough.

**You've built and sold a business, and now you're building a philosophy.  
What part of your journey prepared you the least for success and what part prepared you the most?**

What prepared me the least was the idea that leadership could be learned neatly, in advance, or in isolation. I thought there would be a moment where I would feel "ready" - qualified, certain, equipped. That moment never came.

What prepared me the most was being in it. Making decisions without perfect information. Carrying responsibility before I felt capable of it. Getting things wrong, owning them publicly, and learning in real time. Leadership revealed itself through experience, not instruction. Through people, not theory.

That's where I learned the most important lesson of all... good leaders aren't the ones with all the answers. They're the ones willing to stay curious, take responsibility, and keep learning alongside their teams.

**And finally, for the leaders reading this issue...  
If you could ask them to unlearn one behaviour this year, what would it be and why does it matter now more than ever?**

The belief that they must have all the answers.

The future of leadership is curiosity. The leaders who will thrive are the ones willing to listen, adapt, and learn alongside their teams. Authority without curiosity and empathy is becoming obsolete. And honestly, good riddance.



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# Nurturing Children's Mental Wellness Amid Holiday Pressure

*By Norleen Zulu*

We often view the holiday season as a time of celebration, joy and family connection. However for many children, the holidays bring with them overwhelming emotions. Parents often focus on perfection and ticking the "perfect holiday" checklist, wrapping gifts, planning meals and meeting social expectations. Whilst children silently navigate a world of overstimulation, disrupted routines, intrusive family members and unspoken feelings they don't yet have the language to express or courage to confront.

As a Child Mental Health & Wellness Advocate, I have witnessed time and again how the season can intensify emotional challenges in children, that remain invisible to adults. Amidst the festive excitement, some children quietly grapple with anxiety, loneliness, sensory overload and sometimes fear. The notion that "all children love the holidays" can easily cause parents to overlook those who are struggling.

So let's pause a little and ponder on these thoughts - how would you feel if you discovered your little one was silently struggling with holiday stress? After all your hard work saving and preparing for the holidays, wouldn't you be gutted to realise that some of your efforts may have accidentally enhanced your child's anxiety?

An even deeper question for every parent and caregiver to consider: Are holiday activities truly for the family, or are they sometimes a deep-rooted form of personal gratification disguised as festive tradition? Most importantly, would you ever consider a quiet and calm holiday season if you knew it would protect and maintain your children's mental wellbeing?

These questions aren't criticisms they are open invitations for deeper awareness, and introspection.

## What Do Children Struggle With During the Holidays?

Children may feel pressure to “be happy” just because the season requires it. This expectation can be both confusing and overwhelming for a child who is tired, overstimulated, or anxious. When children sense adult stress or emotional disconnect, they absorb it, turning an assumed joyous time into moments of pressure.

They mostly find emotional safety in routines. The holiday season is often spontaneous and irregular and this disruption of routine can trigger anxiety for them. Sleep, meals and daily rhythms shift, leaving some feeling disoriented and unsettled. Now let's think about the reality of overstimulation.

Loud gatherings, constant visits from family and friends, new and crowded environments and even crowded malls, can be overwhelming. Children may start to feel sensory overload which will often present itself through irritability, clinginess, or an emotional shutdown. Unfortunately because of the hustle, bustle and festive cheer, parents may not even notice the shift in their children's countenance.

Then there is the real deal breaker, when children begin to feel lonely during a season of togetherness. It is so easy to get caught up in all the things we need to do that we forget about our children. This may leave them feeling isolated craving their parents attention, affectionate hugs and acknowledgement. Their loneliness often hides behind obedience or silence.

## How Do We Render Support

1. By creating calm emotional spaces. Let's remember to prioritise their emotional well-being. Check in with them and ask questions like: How are you feeling today? What was the hardest part of your day?

2. Maintaining soft routines like keeping sleep, meals and quiet moments as consistent as possible.

3. Teaching coping tools - have open conversations around asking for help and speaking out when feeling overwhelmed. Teach them deep breathing and grounding techniques. Introduce simple, easy affirmations and journaling to support their emotional regulation.

4. Prioritise presence over perfection. Show your children that you see them, you hear them and you value them. A calm 10-15 minutes of connection often nourishes a child more than an entire day of activities.

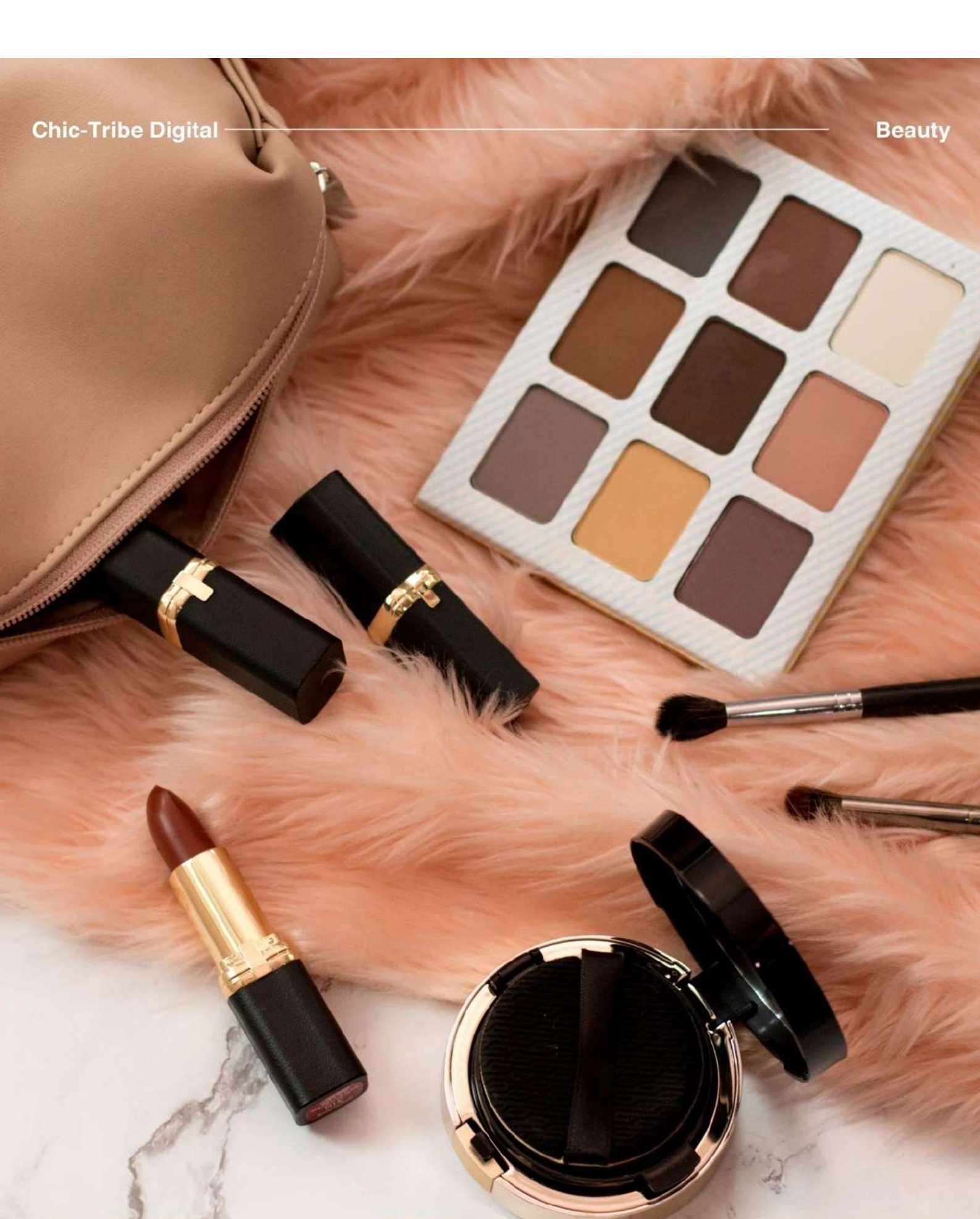
5. Look out for emotional red flags! Keep an eye out for withdrawal, silence, persistent sadness, sudden aggression, back chat or comments that indicate hopelessness or anger.

## Holidays Are an Opportunity To Connect With Our Children, Not a Performance!

Sometimes slowing down and becoming more emotionally present, helps transform the festive season into an opportunity to strengthen our children from the inside out. Calmer holidays do not mean less joy in fact they can translate to joy that is more grounded, meaningful and emotionally safe. Our children may not always verbalise their emotions, but their behaviour speaks clearly.

So, I encourage all of us this holiday season, to choose gentleness, connection and awareness over pressure and performance because our children's mental wellbeing is worth far more than any content and tradition.

Keep safe, stay hydrated and happy holidays to you all!



**Beauty Edit: Glow, Grace & Reset**

December beauty is less about excess and more about intentional radiance. It's a season of celebration, reflection, and rest, where skin, hair, and makeup routines should feel elevated yet effortless. This edit focuses on glow that looks lived-in, rituals that restore, and looks that transition seamlessly from daytime brunches to festive evenings.

### SKIN FIRST: THE HOLIDAY GLOW-UP

December skin thrives on hydration and repair. With late nights, heat, and travel, the goal is to protect the barrier and enhance natural luminosity.

What to prioritise:

- Gentle cleansing to maintain balance
- Layered hydration (think essence → serum → moisturiser)
- SPF by day, even during summer holidays
- Overnight masks to reset tired skin

**Pro tip:** A light facial oil pressed into moisturiser delivers that candlelit glow without heaviness. meltdown before it even starts .

### MAKEUP MOOD: SOFT GLAM, ELEVATED

This season's makeup isn't about heavy contouring, it's about skin-like finishes and thoughtful accents.

December staples:

- Sheer to medium-coverage base with a radiant finish
- Cream blushes in peach, rose, or terracotta
- Glossy lips or satin-finish nudes
- A subtle shimmer on lids or inner corners for festive lift

For evenings, swap liner shades - bronze, plum, or espresso to deepen the look without going dramatic.



### HAIR: HEALTHY IS THE NEW STATEMENT

Holiday hair is polished but relaxed. Heat styling takes a backseat to healthy shine and movement.

Trending now:

- Slick low buns and ponytails
- Soft waves with natural texture
- Scalp care treatments for long-term growth

Protective styles paired with nourishing oils ensure hair looks as good in January as it does in December.

### NAILS: MINIMAL MEETS FESTIVE

This December, nails are refined with a playful edge.

Go-to looks:

- Milky neutrals and soft pinks
- Gold accents or micro-glitter details
- Short, clean shapes for effortless elegance

These styles complement any outfit from beach days to cocktail nights.



## FRAGRANCE: YOUR SIGNATURE SCENT MOMENT

Scent is the final touch. Warm florals, soft musks, and subtle gourmands dominate December — fragrances that linger gently rather than overpower.

Layering a body lotion beneath your perfume helps the scent last longer in summer heat.

## THE RESET RITUAL

December beauty is also about release and renewal. Take time to detox your routine, discard expired products, and reintroduce care as a form of self-respect rather than pressure.

As we step into a new year, beauty becomes less about perfection and more about presence. Glowing skin, healthy hair, and confidence that feels earned, that's the true December beauty standard.

Chic, intentional, and ready for what's next.

# DUMMY GUIDE ON HOW TO MAINTAIN VIBRANT, LONG-LASTING COLOUR FOR YOUR HAIR.

By Portia Dieta

Keeping our hair color looking fresh and vibrant can be a challenge, especially with the regular washes and sun exposure. With the right hair care and attention cannot fix to help with extending the life of your hair color and keeping it looking salon-fresh for longer. Whether you have bold and bright or subtle and natural, in this article we will be discussing ways on how you can make your hair color last longer and look healthier. Let's dive in and get started on your hair color journey.

**The maintenance of your hair colour has a lot of benefits to it. Here are a few benefits:**

- **Boosts confidence** – When the color of your hair is on point, you feel more confident and put together, a fresh and vibrant color can help in the elevation of your mood and self-esteem.
- **Saves money and time** – By extending the life of your hair color, this will save you time and money because you will no longer have frequent salon visits for touch ups.
- **Protects the hair's health** – Using color safe products and minimizing heat styling helps with keeping the hair strong and healthy.
- **Expresses personality** – The color of your hair is a great way to help in expressing your personality and individualism.



Before you can enjoy the above benefits, you do need to choose the right color for your hair. Choosing the right hair color for your skin tone can enhance your natural beauty. When choosing a color for your hair it is important to consider your skin's undertones (warm, cool or neutral.) Think about the color of your eyes and natural hair too.

### **Here's a quick guide to help in finding the perfect color for your skin tone.**

- **Cool skin tones** – The best colors for this skin tone is ash blonde, cool brown, icy purple and/or platinum blonde. Girl you better avoid warm colors like golden blonde, honey or orange- toned reds.
- **Warm skin tones** – If you have a warm skin tone, it is advisable that you consider caramel, honey, golden brown and rich red as your go to colours. Make sure you avoid cool colours like the likes of blue-toned browns, icy blondes and cool colours like ash.
- **Neutral skin tone** – This skin tone is a balanced mix of warm and cool. The best colours is soft browns, subtle blonds or rich blacks. This skin tone allows you to be more versatile. It allows you to try warm and cool shades to see what works best for you.
- **Dark skin tone** – Deep browns, rich blacks, and/or bold jewel tones like emerald or sapphire.



**Maintaining vibrant, long-lasting hair colors needs a combination of good hair care habits, the right products and a bit of knowledge on what needs to be done. Tips to keep your color fresh and bright:**

- **Use color safe products** – sulphate-free shampoos and conditioners are a must for color treated hair; these help with gently cleansing the hair without stripping away the color.
- **Minimize heat styling** – Heat styling may cause the color to fade faster, reducing the use of heat tools or use heat protectant spray to help lock in the color. Air dry your hair or use a microfiber towel to gently blot out excess moisture.

***'It doesn't matter if your life is perfect as long as your hair color is'***  
***~Stacy Snapp Killian***

Having a good hair color requires some efforts but it is worth it. The right products will always make sure that you are looking your best at all times with a great hair color.

# Detty December Is Fashion's Dirty Secret

BY ORATILE MOKGATLE

Every December, a certain energy takes over West and Southern Africa. Flights are full, cities buzz, outfits are planned weeks in advance, and the social calendar literally reads like a fashion week itinerary. This is Detty December a Nigerian-born cultural moment that has grown into a global African celebration of music, nightlife, homecoming, and unapologetic enjoyment.

Originally emerging in Nigeria in the early 2010s, Detty December became a fancy word for a season of concerts, street parties, weddings, club nights, and festivals packed tightly between December and early January. Imagine a celebration of survival, success, and community. A way for Africans in the diaspora to return home and reconnect, and for those at home to live loudly after a long year.

However somewhere between outfit changes, influencer culture, and overnight trends, Detty December quietly became one of the most fashion-intensive months of the year, honestly that's where things get complicated.

## When Celebration Becomes Consumption

Fashion is crucial to Detty December. Every event demands a look, sometimes several; day party outfit, night party outfit, after-party fit.

The pressure to constantly show up serving new, bold, and different has turned December into a fashion marathon.

Cheap, trend-led clothing dominates the season. Pieces bought for one night, photographed once, and never worn again. While the aesthetics look glamorous online, the reality is overflowing wardrobes, textile waste, and a growing disconnect between African celebration and sustainability.

For a continent already dealing with environmental strain, imported second-hand clothing waste, and limited recycling infrastructure, December excess leaves a heavier footprint than we care to admit.



## The Quiet Environmental Cost

Fast fashion runs on speed and quantity, and December fuels both, clothes made from plastics that don't break down, pieces created in tough working conditions, or even outfits tossed aside before the year even ends.

The irony is sharp. African celebrations are deeply rooted in tradition, community, and longevity, yet the fashion choices surrounding them are increasingly disposable. The question isn't whether Detty December should exist. It's whether the way we dress for it needs to evolve.



‘Dress shabbily and they remember the dress; dress impeccably and they remember the woman.’

Coco Chanel

## Style Without the Waste

Sustainability does not mean dull or restrictive, especially during festive season. In fact, African style has always been about intention and expression.

This December, the most forward-thinking wardrobes are leaning into:

- Rewearing with creativity styled differently across events
- Tailored pieces that last beyond the season
- Vintage and thrift finds with character and history
- Local designers whose craftsmanship tells a story

In terms of colour, festive fashion is moving beyond predictable sparkle. Think deep emerald greens, burnt orange, rich cocoa browns, gold accents, and classic whites that feel celebratory yet timeless. These shades photograph beautifully, travel well across events, and don't scream "last year's trend" by January.

## A Softer Shift, Not a Shutdown

Detty December doesn't need to be cancelled; it needs to be reconsidered. Celebration can still be loud, joyful, and stylish without being excessive. If you ask me, fashion can still be expressive without being wasteful.

Perhaps the new flex isn't how many outfits you wore, but how well they were made. Not how fast you followed the trend, but how long the piece stays with you. In a season about return, maybe fashion can return to meaning too.

Have a Detty but sexy and sustainable December gurla, until next year!



**By Portia Dieta**

## A LETTER TO MOTHERS AS WE END YET ANOTHER YEAR

Another year comes to an end, and you made it through stormy weather and situations you never thought you would conquer.

It may not always feel like much, but you have shown immense strength and resilience throughout the year. You tackled challenges as they came, not just for yourself, but so your child could have a healthy, present mother. Parenting is never easy. It requires vigilance, sacrifice, and deep selflessness. There were moments when you had to put your own needs on hold to attend to your children and your family, and that matters.

The year may have been a wild ride, but you are crushing it.

Motherhood gives us the opportunity to nurture, groom, and teach our little humans how to manoeuvre through this life. It allows us to help someone build their world and to remind them that their dreams are valid, no matter how big or out of reach they may feel. Sometimes we pause our own dreams so we can help our children reach theirs. That doesn't mean we chose the easy way out; it means we chose love, and unconditional love at that.

As the year winds down, many people reflect on vision boards, ticked-off goals, and visible achievements. You may not have much to celebrate in terms of tangible things, and that's okay. Be grateful for the small victories: your life, your strength, and the fact that your children have a mother who shows up and makes things happen for herself and for them. A mother who is present. Your children will remember that, even during the busiest seasons of your life.

As we often say, motherhood does not come with a "how-to" handbook. It is not a one-size-fits-all journey. It looks different from one mother to the next, and even from one child to another. You can never parent two children the same way.

What we must remember is that, as mothers, we also need to take care of ourselves, just as intentionally as we take care of everyone else. Motherhood is not about who does it better; it's about learning as we go. We may trip, we may fall, but the power lies in getting back up and learning from those moments. You are allowed to make mistakes. As perfect as we may seem in our children's eyes, we are human, and being human means learning.

**DECEMBER 2025**

We cannot dwell on what has already happened or on things we no longer have the power to change. What we can do is prepare ourselves for the year ahead.

As this year comes to a close, take a moment to acknowledge your strength, love, and dedication. You have nurtured, guided, and supported your tribe through it all. Your care has left a lasting impact on the lives around you. Remember this: you are a masterpiece in progress, and every messy moment is a brushstroke of love.

You are better than you think. Your tiny humans are lucky to have you.

Keep going. Keep growing. You wear many hats, but among them is you. And as the main character in your story, you deserve care too. Do the things that make you happy. Rest without guilt, even when mom guilt tries to creep in - because it always does. As the saying goes, health is wealth.

*“You are the heartbeat of your family,  
and your love is the rhythm that  
keeps them going.”*  
— Unknown

You are a rockstar, a superhero, and a total boss. Keep shining, keep pushing, and know that you are doing an amazing job. Here's to new beginnings, new adventures, and the memories waiting to be made in the year ahead.



# A joyful healthy holiday: How to enjoy the holidays while maintaining good health

*By Sinesipho Ngcaluza*



The festive season is a time of laughter, reunions, food, and festive events. One can find it difficult to keep a healthy lifestyle and still take part fully in the celebrations. Between the hearty meals that make you feel at home, the delicious, sweet treats, and the cooling drinks necessary in the summer heat, thinking of your health can be daunting and evoke feelings of guilt from overindulgence. The good news? It is possible to enjoy your festive season and keep good health.

Here are tips on how you can enjoy your holidays, guilt-free, and be in good health so you can begin the new year without feeling like you are beginning from nothing in your wellness journey.

## 1. Mindful eating and nutrition

In the festive holidays, food is part of every celebration, and nourishing your health with food does not have to include counting your calories but being mindful of your intake.

When you eat food, be intentional in making small healthy choices that make all the difference.

Small food changes for a healthier you:

- Exchange carbohydrates such as starch with more vegetables on your plate to fuel your body with the essential vitamins it needs.
- Exchange spices with healthy spices such as paprika, cinnamon, garlic, cayenne pepper, ginger, and oregano. This helps with lowering blood pressure and cholesterol.

- Choose juices from acidic drinks: Acidic drinks have excessive sugar that can increase your sugar levels in your body, and the acid can cause heartburn problems, which trigger ulcerative symptoms. Choosing juice instead of fizzy drinks is a simple choice that can make an enormous difference in your health.

When making these healthier choices, it is important to choose healthier options that you enjoy so that mindfulness does not feel like punishment.

## 2. Keep the body moving

Our bodies were made to move, but going to the gym or having a strict workout routine during holidays can both be unattainable and stressful. Movement does not have to feel like a punishment; this festive, move with joy and intention.

**Group walks:** Walking is an effortless way to move your body, improve your digestion, and strengthen your joints and bones. To embrace the holiday season spirit, you can invite family and friends to join you on the walk as a profound way to connect and bond.

**Family games:** As part of bonding as a family, playing physically challenging games such as soccer, netball, rugby, track, etc., can be a wonderful way to move your body and regulate your immune system.

**Fun activities:** In your holiday activities, include fun activities that will move your body and keep it healthy. This could be a nice swim, hiking, dancing etc.

Movement will not only aid with reducing chronic diseases and strengthening your muscles, but it also enhances your mental well-being. To enjoy your holidays and keep up with your healthy goals, move, but with the intention of joy.



### 3. Find the balance

The holidays are frantic and can be stressful. Good health is not only about changing your food and incorporating movement, but it also involves taking care of the mind because it is as important as taking care of your body. Finding the balance between the body and the mind is the ultimate trick to a joyful, healthy holiday.

•**Prioritize sleep:** Sleeping can enhance your mood and increase your energy levels. Having enough sleep will also decrease your stress levels. In between the holiday activities, prioritize sleep as a form of rest so your body can recover and reenergize for the following day.

•**Rest days:** When doing holidays activity plan, encompass rest days where you can recover and nourish your body because your mind needs it. In your rest days, you can take short naps, have mindful movement exercises such as yoga and walks, or take time to be alone and enjoy your presence with mindful journaling and reflection diary entries. In your rest days, do things that you genuinely enjoy doing by yourself, give love and care back to yourself.

To fully enjoy the holidays, you need a healthy body that will carry you through. Taking care of your body does not have to be complicated or feel like a punishment; you do not have to choose between enjoying yourself this holiday and being healthy, because with these tips, you can do both. Remember, your health should never come at the expense of your joy; they can coexist.



# Chic-Tribe Community Spotlight

*Brands We Loved Working With This Year*

**Women Can and Envision Brand** became a true extension of the Chic-Tribe this year. From entrusting us with media coverage across their events to continuously opening doors for collaboration within their partner network, this relationship was rooted in trust, visibility, and shared purpose. Being part of their Envision Brand Friendsmas celebration was a fitting close to a year marked by meaningful moments, aligned values, and impactful storytelling. Together, we showed what intentional collaboration can look like when women support women.



## ASHLI'S ACCESSORIES

*Adding That Final Touch*

As the official media partner for **RISE Women and Girls Alliance**, we had the privilege of amplifying initiatives that truly centre empowerment and impact. Attending their Meet and RISE Brunch marked the beginning of a partnership focused on visibility, advocacy, and uplifting women and girls through intentional programming. This collaboration reflects our shared commitment to purpose-driven storytelling and community-building.



**Ashli's Accessories** has been a constant and valued supporter of Chic-Tribe, coming on board once again as a brand sponsor for our events and continuing to advertise with us throughout the year. What we appreciate most is the commitment to our community including exclusive discounts for the Chic-Tribe tribe and a partnership that continues to grow beyond campaigns. It's relationships like these that remind us of the power of consistency and mutual growth.



**Arousa** joined us as a brand sponsor for our Women's Day events and exceeded expectations in every way. Their support went beyond sponsorship, opening the floor for future collaborations and demonstrating a genuine interest in growing alongside Chic-Tribe. We're grateful for the generosity, enthusiasm, and alignment they brought to the table, and we look forward to what's still to come.



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