

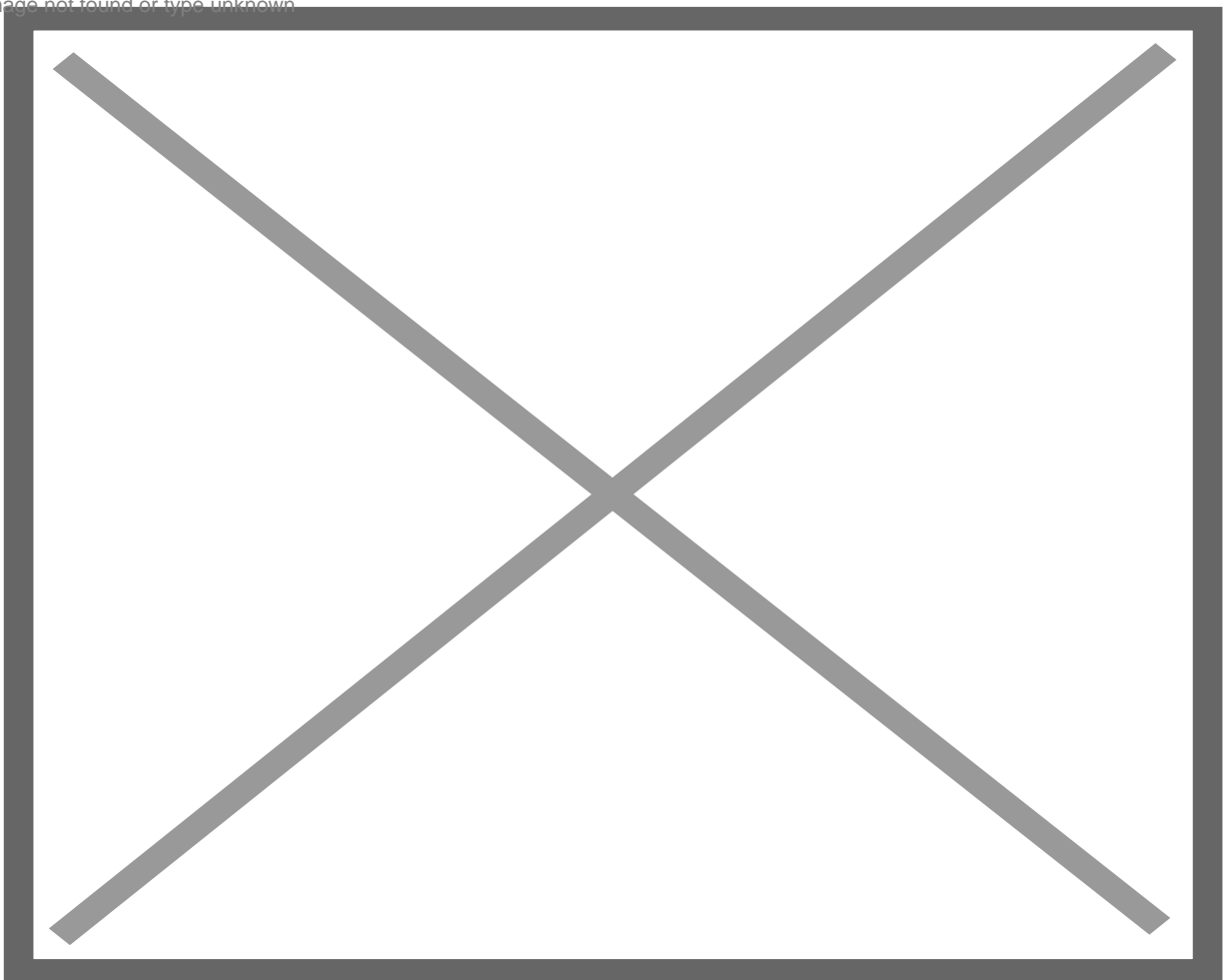
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# My Girlfriend's Closet Launches 'Girlfriendism' Campaign With Website, Live Fitness Class and Interviews, Virtual Fashion Show, and RSVP-Only Social

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L: Khnuma Simmonds, upper l2r: Xaulanda Simmonds-Emmanuel, Xauskya Emmanuel, 'Lift, Launch, Lead' Vision Boarding workshop with Vanessa Ingrid Farrell. Lower l2r: MGC, Maria Banwaree, Aurys Paulet and Gabrielle Joy. By. MGC

ST. CROIX — My Girlfriend's Closet (MGC)—a locally owned art and fashion boutique in downtown Christiansted since 2011— is inviting the community to participate in its launch of the "Girlfriendism Campaign" with a full day of virtual and in-person activities today, August 1, which is also National Girlfriend Day, according to a media release.

Since its inception, MGC has featured original art by local artist El’Roy Simmonds as well as hand crafted jewelry, one-of-a-kind clothing, and other merchandise from local and international female entrepreneurs and female-owned businesses. This V.I.-born brand ventured beyond the Caribbean Sea, crossed international borders, and connected girlfriends everywhere, according to the release.

The National Girlfriend Day Girlfriendism Campaign will commence with a website launch followed by events that highlight the five arms of Girlfriendism: Girlfriendism Fashion, Girlfriendism Wellness, Girlfriendism Fitness, Girlfriendism Business, and Girlfriendism H.O.P.E. The launch will unfold with a series of scheduled events that can be viewed [here](#).

### **The schedule is as follows:**

- 9:00 a.m. - Website launch on Facebook
- 10:00 a.m. - LIVE Girlfriendism Fitness class with SoKh Caribbean Dance Fitness on Facebook
- 11:00 a.m. - LIVE Girlfriendism Wellness and Girlfriendism Business interviews with affiliate consultants on Facebook
- 1:00 p.m. - Girlfriendism Fashion virtual fashion show on Facebook
- 2:00 p.m. - Girlfriendism H.O.P.E. social at My Girlfriend’s Closet (RSVP only with limited capacity due to COVID-19)

Other female-owned ventures that will be highlighted throughout the day include, but are not limited to: Sweet Me Away Gourmet Desserts by Ashley Ellis, The Mask Mission Project by Danica David, Models on a Mission by Gabrielle Joy Rock, Mural Art Reveal by St. Croix Educational Complex art student Aurys Paulet, Cosmic Gaze Art Fashions by Stacy Andromeda of Hawai’i and MiVi Tees and Candles by Dr. Alice Henry.

### **What is ‘Girlfriendism’?**

The term ‘Girlfriendism’ was coined by My Girlfriend’s Closet (MGC) and means ‘The state of being a girlfriend, the news release said. The art of being a girlfriend whose empowerment serves others. A community of women who are empowered by supporting other women in friendship, business and beyond.’ Girlfriendism was first used to describe ‘the vibe’ of MGC in 2012.

“Ultimately, Girlfriendism was inspired by the women of the U.S. Virgin Islands and created to benefit women all over the world. This launch represents the metamorphosis of Girlfriendism from a local concept to a global vision,” said Khnuma Simmonds, owner of My Girlfriend’s Closet St. Croix, founder of SoKh Caribbean Dance Fitness, and founder of Girlfriendism.

“Its essence is in the sisterhood that embraces and supports each girlfriend in realizing their fullest potential,” said Xaulanda Simmonds-Emmanuel, a founding member of MGC and affiliate consultant with the Girlfriendism Campaign.

This campaign will include a series of workshops from the mother-daughter duo Xau2—Ms. Simmonds-Emmanuel and Xauskya Emmanuel—called ‘The Masks She Wears’, which seeks to explore and unveil the many roles that women play in society and the many ways in which their authenticity is either rejected or accepted, the release said. Inspirational wall art that represents that theme will be exhibited and for purchase.

Wellness services will be offered by Vanessa Ingrid Farrell who is a published author, certified health coach, founder of VI Health & Wellness Coaching, and affiliate consultant to the Girlfriendism launch.

Girlfriends of MGC can also look forward to Dr. Migdalia Brathwaite joining the Girlfriendism Campaign in the near future. Ms. Brathwaite is a behavioral health professional and creative life strategist or coach, girlfriend, and affiliate consultant who offered sessions at MGC that inspired soulful conversation, to include 'The Art of Forgiveness', according to the release.

My Girlfriend's Closet says it holds true to its mission to "empower women through fashion, faith and friendship" by unveiling the Girlfriendism Campaign in continued support to women in the territory and abroad. Throughout its existence, MGC supported local initiatives that impacted women to include the fashion show fundraiser for the Juan F. Luis Hospital and Medical Center Mammography Center in 2012, the Norma Krieger Island Art Tour in 2015, and the Yvonne A. Galiber Foundation Breast Cancer Exhibit in 2017, the news release said.

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