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'Girlfriendism' Commemorates National Girlfriend Day With In-Person Weekend Retreat at My Girlfriend's Closet STX

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Aurys Paulet, featured artist who painted Girlfriendism logo at My Girlfriend's Closet STX. By. MY GIRLFRIEND'S CLOSET

ST. CROIX — [Girlfriendism](#)—a 2021 brand inspired by the women who frequent My Girlfriend's Closet STX (MGC) and benefiting women all over the world—is hosting its first annual Girlfriendism Retreat from July 30 through August 1. The retreat will culminate on National Girlfriend Day.

In addition to the VIP Opening Reception and Art Show on Friday, July 30, the retreat will host three main events:

Saturday, July 31

- Women's Health and Wellness Wake Up Workout from 8:00 am - 12:00 pm hosted by Itiba LLC with meals provided by A Better Day Cafe
- Girls, We Run the World Fashion Show from 6:00 pm -9:00 pm hosted by Urbander and highlighting fashions from Black-Owned boutiques in downtown Christiansted

Sunday, August 1

Girlfriends In Business, Leadership and Philanthropy from 10:00 am -12:00pm hosted by Cultured Naturals and CeCe and Juju's Lemonades with brunch provided by Yaadie In St. Croix and Sweet Me Away Gourmet Desserts

Women In Business, Leadership and Philanthropy guest speaker Sami Haiman Marrero of Urbander in Orlando said in press release, "The Girlfriendism™ Retreat is an opportunity for meaningful fellowship to exercise our leadership, affect change and reach new heights together!"

The entire weekend of events is made possible by the U.S. Virgin Islands Department of Tourism, Bougainvillea Perfumeria, The XauSky Group, Fit4Life and SeaRenity with additional support from 'Caribbean Sun' sponsors locally and abroad.

For more information on the first annual Girlfriendism Retreat and the Girlfriendism Brand, visit www.girlfriendism.com/g-retreat or contact the G-Family at girlfriendism@gmail.com.

What is Girlfriendism?

The term 'Girlfriendism' was coined by My Girlfriend's Closet and means "The state of being a girlfriend. 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.

Last year amidst COVID, My Girlfriend's Closet virtually and formally unveiled 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.

According to the press release, health and wellness keynote speaker Dr. Micah McIntosh of 'Sex, Science and Spirituality' said, "Girlfriendism is not just a brand, it truly is the heart and lifestyle of its founder [Khnuma], which makes us beyond proud to sponsor and speak at this love-laced and prestigious event!"

Khnuma Simmonds is the owner of My Girlfriend's Closet St. Croix, founder of SoKh Caribbean Dance Fitness, founder of Girlfriendism™ and director of H.O.P.E., the philanthropic branch of Girlfriendism™. Ms. Simmonds is a full-time entrepreneur since her former role as the executive director of the V.I. Domestic Violence & Sexual Assault Council (DVSAC).

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