

New Website Invites Users to Shop it Forward

Written by Australian Business

SALT LAKE CITY, UT, May 11, 2014 /**24-7PressRelease**/ -- Consumers aren't just conscious about fresh produce. Terms such as fair trade, eco-friendly, organic and ethical have begun to appear on everything from clothing tags to hashtags. Empowered consumers are making fashion statements that go beyond appearance with "buy one give one" brands such as TOMS, FEED and Warby Parker.

This shopping trend has fuelled the launch of Elenity.com, where shoppers can browse a variety of socially responsible products and benefit nonprofit organizations by giving 50% of profit to a cause.

"As the owner of an online boutique, I wanted my products to help people," said Micadyn Sanders, founder of Micadyn Nicole and Elenity, "I realized other brands want to use their products to help too, but coordinating such an effort can be difficult. There is also a growing demand for quality, ethical products. I think together, we can make a difference."

Elenity.com went live in April 2014 and is featuring its first charity- Share Families of Southern Utah. Share provides support for mothers and families after pregnancy, infant or child loss and educates the local community about supportive roles.

"Elenity is a fantastic concept for nonprofit organizations," said Lacie Robinson, Coordinator for Share Families of Southern Utah, "we do most our fundraising through events, so this is an easy way to utilize the internet to broaden our reach. I am thrilled to work with them for the month of May."

About ElenityElenity.com is unique charitable shopping site featuring clothing, jewelry and home decor products from a variety of vendors. Shoppers support organizations through a donation of 50% of the profit from every purchase going directly to a monthly cause. In addition, the products purchased on Elenity are fair trade, eco-friendly, manufactured in the USA, or support a nonprofit organization through the manufacturing process.