

Emoji Express, Experience the Style of Global Culture

BRONX, NEW YORK, UNITED STATES, October 24, 2014 /EINPresswire.com/ -- Emoji Express is an online clothing store which features contemporary American-European fashion styles for both men and women. All products are manufactured in the United States. Every piece of apparel is noticeably shaped by African culture and fashion. The resulting combination of Western fashion and African culture has generated a clothing line which [represents global culture](#).

Emoji Express was founded by 19 year old Nigerian entrepreneur Chinasa Nwokocha. Chinasa is a college student who graduated from Harvey School in the Bronx, New York. The company has seven employees who are all currently attending college. Chinasa was actively involved in organizing fashion shows prior to starting Emoji Express. In February 2013 Chinasa hosted a fundraising fashion show in order to support Ubuntu Africa. Ubuntu Africa is a non-profit organization which provides care for critically ill South African children. These children are either HIV positive or they have AIDS. The care offered by Ubuntu Africa comes in the form of health services and education.

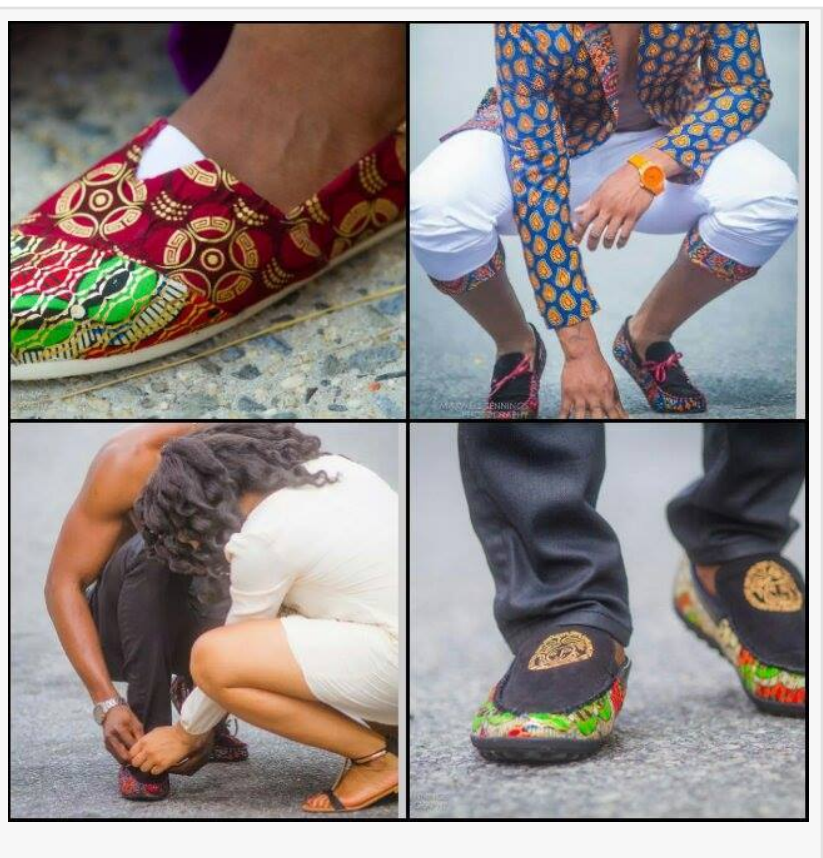
Chinasa, who is also known as CeeCee Gift Cincó, had the opportunity to meet with Ubuntu Africa founder and executive director Whitney Johnson last year. This meeting received press coverage and so did the fundraising fashion show. This meeting was also the beginning of a relationship between Chinasa and Ubuntu Africa. The ongoing relationship has now evolved into a working agreement between Emoji Express and the African charity. Chinasa's remarkably fast growth from high school student to successful business owner has not changed her priorities. In continuing with this commitment to Ubuntu Africa, a percentage of sales of all Emoji Express pants will go towards helping the charity. This aid will have a direct impact on improving the lives of afflicted South African children.

This established history of recognition proves the entrepreneurial success of Emoji Express. It also



proves that this business is capable of being run by students who can balance the demands of running a business with the determination to support a charitable organization. The business concept of instilling a sense of pride in supporting global culture in all of their clothing is quite desirable to a lot of people. The Emoji Express mission statement separates their name. Emoji represents a new generation of fashion and Express represents the business strategy of solely doing express delivery on their product line. The fashion stands up to the description and the delivery method means that shopping for Emoji Express clothing is both fast and easy. For those who do not know, an emoji is an icon within an electronic message like an emoticon or smiley.

From their simple and sexy dresses to their comfortable men's loafers, Emoji



Express has realized a huge demand for their clothing line. In fact the demand for their clothing has far surpassed their ability to manufacture clothing and supply orders. This business is capable of reaching a global audience and with their appealing style they need to expand their production. For this reason Emoji Express has launched a [Kickstarter crowdfunding campaign](#). This campaign will be completed on November 16th. Emoji Express needs to mass produce their new designs for their fall collection. There is also a need to invest in marketing initiatives including approaching African celebrities for advertising purposes. This [crowdfunding opportunity](#) gives funders an opportunity to take advantage of great deals on stylish and appealing clothing from a company which is in the growth stage. All potential funders are strongly encouraged to visit the Emoji Express Kickstarter webpage to view several pictures from their clothing line. Those who make a pledge will be eligible for the following rewards:

\$10 – Emoji Express “Thank you” wrist band

\$20 – Backers who pledge up to \$20 will be the first customers to be notified when all goals under the Kickstarter project are met. The Emoji Express website has all of the intended designs and products ready for customers to purchase.

\$30 – Emoji Express tee shirt

\$100 – Custom made shoe of your choice from the new selection of products

\$200 – A full outfit of your choice from the new selection of products

All of these rewards offer great value and a rare opportunity to support a growing company run by a group of exceptional and socially conscious young people.

About

Emoji Express (www.emojiexps.com) is an online clothing store which blends American-European fashion with African culture. Emoji Express has begun a Kickstarter crowdfunding campaign in order to increase their production and meet their demand. In addition to providing a modern style and global

culture, Emoji Express is also a constant supporter of Ubuntu Africa which assists South African HIV positive children.

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This press release can be viewed online at: <http://www.einpresswire.com>

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