

Finally Free: A Luxury Athleisure Collection Designed to Empower, Inspire, and Liberate

Modupé Congleton Redefines Luxury Athleisure with a Mission of Empowerment and Inclusivity

ATLANTA, GA, UNITED STATES, March 12, 2025 /EINPresswire.com/ -- With a remarkable 20-year career at industry giants such as Amazon and Cisco Systems, [Modupé Congleton](#) has redefined corporate culture on a global scale. Now, she channels that expertise and passion into [Finally Free](#), a groundbreaking luxury athleisure brand that aims to embrace personal liberation, self-expression, and the power of transformation.



The logo features the words "FINALLY" and "FREE" in a serif font, stacked vertically. To the right of "FREE" is a large, stylized heart shape formed by a single continuous line.

Finally Free Official Logo

Finally Free, the newest luxury athleisure brand, is redefining fashion with a purpose. It shines light on more than just stylish and comfortable apparel, Finally Free is a movement that celebrates personal liberation, resilience, and self-expression. Finally Free provides a mission to inspire individuals to embrace their true selves, the brand invites everyone to break free from

limitations and step into a future filled with endless possibilities.

“

I believe creating spaces where everyone is celebrated for their unique talents and gifts is the best way to leave your mark on this world”

*Modupé Congleton,
Motivational Speaker, CEO,
Finally Free*

“I believe creating spaces where everyone is celebrated for their unique talents and gifts is the best way to leave your mark on this world,” - Modupé Congleton, Motivational Speaker, CEO, Finally Free

Beyond fashion, Finally Free embodies a greater purpose. The brand is rooted in Modupé’s dedication to uplifting underrepresented voices, fostering self-expression, and creating spaces where authenticity thrives. Modupé

Congleton’s career spans over 20 years at global powerhouses such as Amazon and Cisco

Systems, where she led diversity, equity, and inclusion (DEI) efforts for over 1.5 million employees and 600 million customers. After facing personal tragedy, she found healing in creating something beautiful from pain. Ultimately, Finally Free became that transformation for her.

Through Finally Free, Modupé extends her impact beyond corporate leadership into the worlds of fashion, storytelling, and philanthropy, using her platform to encourage others to step into their own freedom.

Finally Free is now available for purchase at [FinallyFreeBrands.com](https://www.FinallyFreeBrands.com) . To learn more and stay updated, follow [@modupe_c](https://www.instagram.com/modupe_c) on Instagram and connect with Modupé Congleton on LinkedIn.

[@finallyfreebrands](https://www.instagram.com/finallyfreebrands)

For media inquiries, interviews, and partnership opportunities, please contact Marilyn Remo at marilynremo@tenenicole.com or 201-638-2685.

ABOUT FINALLY FREE

Finally Free luxury athleisure wear brand is a manifestation of the never ending quest to embrace our true selves, free from the weight of life's heaviest moments and empowered by a hopeful outlook steeped in endless possibility. Born out of Modupé's deep love for fashion combined with her determination to create something beautiful out of something painful, Finally Free effortlessly marries inclusive comfort with unique style and deep purpose.

Marilyn Remo

Tené Nicole Creative Agency

+1 201-638-2685

[email us here](#)

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/793191781>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.