At 70, Elsie Mendez Redefines Reinvention as Modern Luxury Miami Honors Her Among 2026's Dynamic Women

Founder and CEO of Elsie in Naples is celebrated for proving that style, ambition and purpose have no age limit.


Elsie Mendez, Founder & CEO Elsie in Naples

NAPLES, FL, UNITED STATES, September 10, 2026 /EINPresswire.com/ -- At 70, Elsie Mendez is not slowing down—she is dreaming bigger. The Founder and CEO of Elsie in Naples has been recognized by Modern Luxury Miami as one of its 2026 Dynamic Women, a signature editorial feature celebrating visionary women shaping South Florida through leadership, innovation and impact.

Featured in the magazine's prestigious September issue, the recognition arrives at a defining moment for Mendez, who is entering what may be the most expansive chapter of her career: growing the digital presence of Elsie in Naples, developing original fashion collections and bringing her distinctive vision of style to an increasingly prominent stage.

For Mendez, the honor carries a message far beyond fashion: reinvention has no expiration date. "This moment represents so much more than recognition," says Mendez. "It reminds me that we are never too old to create something new, reinvent ourselves or dream even bigger. Every chapter of life can become extraordinary when we have the courage to embrace it."

Fashion as Transformation

For Mendez, fashion has never been simply about what a woman wears. It is about how she feels when she walks out the door. Through Elsie in Naples, her luxury boutique located at The Perry Hotel in Naples, Florida, Mendez has created an experience centered on personal style, meaningful connection and confidence. Her greatest reward comes from seeing women leave the boutique feeling empowered, celebrated and ready for whatever comes next.

That philosophy is deeply personal.

Mendez names her daughter, Catalina, whose effortless style and fearless pursuit of her own path continually inspire her, as one of the driving forces behind her evolution. As Mendez builds the next chapter of Elsie in Naples, she hopes to create a legacy her daughter can one day carry forward with pride.

Her own fashion inspiration includes legendary designer Carolina Herrera, whom Mendez identifies in the Modern Luxury feature as her dream collaborator.
“Carolina entered the world of fashion without any formal training, guided instead by an innate instinct for elegance—what truly flatters a woman,” Mendez says.

It is an instinctive understanding of women that Mendez brings to her own approach to fashion: sophisticated without being intimidating, elegant without being predictable and always deeply personal.

A Life of Reinvention, Faith and Purpose

Mendez’s journey has crossed multiple worlds—from media and entrepreneurship to ministry, fashion and philanthropy. Yet one constant has remained at the center of every reinvention: her faith. Whether building a business, leading community initiatives or participating in philanthropic partnerships, Mendez believes success becomes most meaningful when it creates an opportunity to uplift others.

Her recognition among Modern Luxury Miami’s Dynamic Women arrives as she prepares for an ambitious new phase of growth, including expanded digital initiatives, original fashion collections and new opportunities to introduce the Elsie in Naples experience to women beyond Southwest Florida. And at 70, Mendez believes she is only getting started.

Her message to women—whether they are 30, 50, 70 or beyond—is simple: “Live beautifully, dress with intention, protect your peace and never stop believing something extraordinary is just ahead.”

Discover Elsie in Naples

Experience Elsie Mendez’s world of sophisticated, thoughtfully curated fashion and discover pieces designed to help women step confidently into their next chapter.

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About Elsie Mendez

Elsie Mendez is the Founder and CEO of Elsie in Naples, a luxury fashion boutique based in Naples, Florida. An entrepreneur whose career has spanned media, ministry, fashion, community leadership and philanthropy, Mendez has built her brand around a belief that personal style can be a powerful form of transformation and self-expression. At 70, she is expanding the Elsie in Naples brand through digital growth, original fashion collections and new opportunities to inspire women to approach every stage of life with confidence, elegance and purpose.

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