Influential Women Profiles: Merri Gleckler, Shaping KashwéreAround Comfort, Connection, And Purpose

SCOTTSDALE, AZ, UNITED STATES, September 24, 2026 /EINPresswire.com/ -- A Global Luxury Lifestyle Brand Founded on Emotional Comfort, Quality, and a Genuine Commitment to Making a Difference



Scottsdale, Arizona – For Merri Gleckler, luxury has always been about more than appearance. It is about how something makes you feel.

That belief has been at the heart of her work as CEO and Owner of Kashwére, the globally recognized luxury lifestyle brand she built around comfort, quality, and emotional connection. Over the years, Kashwére products have become part of celebrations, moments of rest, luxury hospitality experiences, wellness rituals, thoughtful gifts, and everyday life.

Kashwére has established a presence among leading retailers, fine hotels, spas, corporate gifting clients, and customers around the world. The brand has received prominent editorial recognition and consumer accolades, including being featured on Oprah's Favorite Things.

Yet Merri measures Kashwére's success in a much more personal way.

It is found in the stories customers share about the role Kashwére has played in their lives.

"Comfort is about more than how something feels. It is about how it makes you feel."

That distinction is important to Merri. Kashwére is sometimes placed simply in the category of

“soft” products, but she believes the brand represents something much deeper. Softness is part of the experience, but Kashwére is built upon emotional comfort, uncompromising quality, luxury positioning, heritage, attention to detail, and a relationship with customers that has developed over decades.

Merri’s entrepreneurial journey was shaped long before she built Kashwére into an international luxury brand.

She held positions with respected companies including London Fog and Marithé François Girbaud, experiences that gave her a strong foundation in sales, marketing, brand development, consumer behavior, and relationship building.

Her global perspective began even earlier.

Merri studied Chinese language and culture at Beijing Teachers College and the State University of New York College at Cortland, including spending a year studying in Beijing. Her time in China exposed her to a different culture, language, and way of viewing the world, an experience that would later influence the international perspective she brought to business.

Throughout her career, Merri has remained intensely goal-driven and committed to growth. She attributes much of her success to hard work, resilience, transparency, adaptability, and a willingness to continue learning.

One principle, however, has remained especially important.

Never quit.

Merri understands that entrepreneurship rarely follows a straight path. Businesses face unexpected challenges, difficult periods, mistakes, changing markets, and moments when the next step is not immediately obvious.

Her philosophy is to keep moving.

Perseverance, however, does not mean doing everything alone.

Merri places tremendous importance on surrounding herself with positive, capable, like-minded people. She believes one of leadership’s responsibilities is recognizing when someone else brings knowledge or expertise you do not have and then being secure enough to listen.

For Merri, leadership is not about having every answer. It is about knowing where additional knowledge, perspective, and strength are needed and creating a team that brings those qualities together.

That philosophy also shapes the advice she gives young women entering the luxury, hospitality, wellness, and lifestyle industries.

She encourages women to communicate confidently, build meaningful relationships, take chances, and pursue opportunities that may initially feel outside their comfort zone.

She also believes women should own their accomplishments.

Too often, she has seen talented women minimize what they have achieved or hesitate to put themselves forward. Her advice is to trust your abilities while remaining open to growth and to surround yourself with people who will both support and challenge you constructively.

As the owner of a women-owned business, Merri understands firsthand the realities of entrepreneurship. Kashwére is currently pursuing WBENC certification, reflecting her commitment to women's leadership, entrepreneurship, and business excellence.

As Kashwére enters its next chapter, Merri sees significant opportunities across luxury hospitality, wellness, retail, and high-end corporate gifting.

Consumers and businesses increasingly want products and experiences that feel thoughtful, memorable, and meaningful. For Merri, that creates an opportunity for Kashwére to continue expanding while staying true to the qualities that have defined the company from the beginning.

Authenticity is particularly important to her.

In an industry where successful ideas can quickly be imitated, Merri believes the true distinction of a brand cannot be recreated through appearance alone. Kashwére's heritage, product integrity, quality standards, luxury distribution, attention to detail, and long relationship with its customers have been built over time.

Imitation may reproduce a look. It cannot reproduce a history.

That belief in authenticity extends beyond product and into the way Merri approaches business relationships and the broader role she believes a company should play in the world.

Giving back has long been part of her personal philosophy.

Even before becoming a cancer survivor herself, Merri supported charitable causes, disaster relief efforts, and organizations helping people in need. Her approach to philanthropy has always been intentionally quiet.

She believes giving should be about the impact being made rather than recognition for the

person or company providing the support.

That philosophy has become part of Kashwére as well. Merri often describes the company as having “a great heart.” Supporting people and communities has never been viewed simply as a marketing opportunity. For her, doing something for the right reasons matters.

Her definition of success therefore extends well beyond revenue or professional recognition.

A successful company should positively affect its customers, employees, partners, communities, and the people who help build it.

That perspective is closely connected to another important part of Merri’s life: wellness.

Outside of work, she enjoys fitness, spa and wellness experiences, and cooking. She views wellness as foundational because without taking care of yourself, it becomes difficult to fully care for your work or the people around you.

That connection between comfort and wellness has also become increasingly relevant to Kashwére.

Whether experienced during a quiet evening at home, a hotel stay, a spa treatment, a thoughtful gift, or an important personal moment, Merri believes physical comfort has the ability to create an emotional response.

That is ultimately what continues to inspire her.

Customers have turned to Kashwére during celebrations, difficult periods, transitions, travel, recovery, and ordinary moments when comfort simply mattered.

Those stories reinforce Merri’s belief that Kashwére provides something beyond the physical qualities of a product.

It creates a feeling.

Merri’s journey reflects a leadership philosophy grounded in perseverance, integrity, compassion, curiosity, and continuous growth. From her early international experiences to building a globally recognized luxury lifestyle company, she has remained committed to evolving while protecting the authenticity that has shaped Kashwére from the beginning.

As she looks toward the future, the principles guiding her remain remarkably simple:

Never quit. Surround yourself with good people. Keep learning. Support others. Put good into the world.

For Merri, meaningful success is not simply about creating a successful company.

It is about creating something that brings comfort, strengthens connections, supports others, and leaves a positive impact on the lives it touches.

Learn More about Merri Gleckler:

Through her Influential Women profile: https://influentialwomen.com/connect/merri-gleckler

Influential Women

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