

10/31/22

Press Office

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The Madison Melle Agency Certified By the Women's Business Enterprise National Council

[Los Angeles, California] — The Madison Melle Agency, a multi-faceted creative studio and lifestyle consultancy ideating and operating one-of-a-kind brands across the globe, is proud to announce national certification as a Women's Business Enterprise by the West Certification Committee, a regional certifying partner of the Women's Business Enterprise National Council (WBENC).

“It is with great honor and pride that The Madison Melle Agency accepts recognition as a Women's Business Enterprise, pushing boundaries and creating new benchmarks with every stride in the right direction. As a community, as a business, and as a representation of something much larger, The Agency is dedicated to opening new horizons and supporting female entrepreneurship globally.”

The WBENC standard of certification implemented by the West Certification Committee is a meticulous process including an in-depth review of the business and site inspection. The certification process is designed to confirm the business is at least 51% owned, operated, and controlled by a woman or women.

By including women-owned businesses among their suppliers, corporations and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier diversity programs.

To learn more about The Madison Melle Agency, please visit madisonmelle.com

About The Agency:

The Madison Melle Agency is a global branding, design and marketing firm, with a multi-faceted creative studio and lifestyle consultancy shaping the landscape of invention, inspiration, and creativity across the hospitality industry and beyond. Ideating and operating one-of-a-kind media, technology, hospitality, food & beverage, and real estate brands, The Madison Melle Agency's thoughtful contributions are admired by clients across the globe. With over 25 years of industry expertise – The Madison Melle Agency exceeds expectations with every endeavor.

The Agency's proven track record of success is derived from collaborating with a multitude of the world's most notable names in their respective industries, including Fast Company, Standard Hotels, Palisociety, InterContinental Hotels Group, Hilton Hotels & Resorts, and Proper Hospitality. From Los Angeles to New York City, Europe & The Caribbean, the Agency's current and past portfolio comprises of an array of highly sought-after, luxury lifestyle companies and market leaders, such as SONA Home, Brookfield Properties, Relais & Châteaux's Calabash

Grenada, Casetta Group, Xperience Restaurant Group, Campos Polanco, The Shore Club, Turks & Caicos, Bridgeton Hospitality, Two Bunch Palms, Marram Montauk, Walker Hotels, Petit Ermitage, Saira Hospitality, Wylder Hotels, and Cachet Hotels, as well as a variety of highly acclaimed media, retail, technology, communications, and hospitality ventures.

The Madison Melle Agency is published regularly in national and industry press publications. We are honored to work with a stunning portfolio of clients who have been featured in Forbes, Travel & Leisure's It List, Business Insider, New York Times, Condé Nast Traveler, The Washington Post, Vogue, and more.

The Madison Melle Agency is headquartered in Los Angeles with remote teams across the globe.

About The Founder & CEO, Cara Federici:

A luxury-lifestyle entrepreneur, brand creator and Chief Executive Officer, Cara Federici, and her firm, The Madison Melle Agency, are responsible for bringing to life some of the most exciting, forward-thinking, luxury lifestyle brands & products. With robust creative acumen and extensive design, marketing, technology, and leadership expertise, Federici's experience is derived from collaborating with a multitude of the world's most notable names in their respective industries

Prior to starting The Madison Melle Agency, Federici excelled across several Executive Level positions in business. Federici studied at Parsons School of Design and graduated Cum Laude with a B.A. from Tulane University. Federici received Tulane's Ashton-Phelps Communications Award for educational excellence and also holds a Certificate in Hotel Real Estate Investments & Asset Management from Cornell University.

About WBENC:

Founded in 1997, WBENC is the nation's leader in women's business development and the leading third-party certifier of businesses owned and operated by women, with more than 17,000 certified Women's Business Enterprises, 14 national Regional Partner Organizations, and more than 350 Corporate Members. More than 1,000 corporations representing America's most prestigious brands as well as many states, cities, and other entities accept WBENC Certification. For more information, visit www.wbenc.org.

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