

Lenel

Technical data sheet:

Name: Lenel

Year of start: 2018

Number of families involved: 10 families

Value chain: Textile

Location of the producer organization: Voluntad de Dios, Guayaquil, Ecuador

Social center providing support: Corporación de Viviendas del Hogar de Cristo

Website:

Contact: lencialenel@gmail.com



Location: Voluntad de Dios, Guayaquil
Extensión territorial

Annual production:
12,000 units

21.006.00US\$
Annual revenue

Our products:

Our products are made from various textile materials, including cotton, polyester, flat fabric, or lycra, providing our clients with comfort and freshness. We also reuse scraps to make bows for girls or women, thus caring for the environment and working with circular economy products. All of our garments are crafted with care and love.

Product list:

- Women's, men's, and children's lingerie
- Dresses, skirts, blouses
- School uniforms, jumpsuits
- Shorts, shirts, T-shirts

A great project behind this product

Lenel is an initiative supported by Hogar de Cristo. Its representative, Carmen Cortez, is a very humble and kind woman who started with basic knowledge but had a fixed dream: to become a fashion designer. After several years of learning and training provided by Hogar de Cristo, she learned to make and design her own clothing models.

Today, she works with her children and several women from the community, crafting all garments from her home workshop. Additionally, she shares her knowledge and trains other entrepreneurs, who collaborate on garment production when demand is higher.

During the pandemic, she began leading the associative group, motivating her students from the community to make masks from leftover fabric. Together, they made masks and distributed them for free.

Words from the heart



"Lenel began as a family productive initiative, but over time, we started offering training to women in the community where I live, Coop. Voluntad de Dios. The need for my companions to generate income motivated me to train them so they could earn money for themselves and their children.

We came together as an organization because poverty in my community is high, and women do not send their children to school due to a lack of financial resources. Most are single mothers or women abused by their husbands. This inspired me to train them to start their own businesses with me.

This initiative is an economic alternative because it allows us to generate income that helps women and enables them to feed their children better. The principles of Comparte are evident when we strengthen our fellow members through internal training. We seek strategic allies to enhance our capabilities and train community members to expand our local and territorial reach.

Building alliances with other local and national organizations allows us to improve our skills. We promote gender equity and equal rights with our fellow members of the association and our life partners. The association provides us with dignified work, but most importantly, it has opened doors for the women in the community, promoting their empowerment.

RED COMPARTE provides us with organization, dignified work, and above all, female empowerment within our communities.

