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ELOÏSE THORANINTH

Student entrepreneur at the Université of Le Havre Normandie

Le Havre, a dynamic city for entrepreneurship !

Published on 12 April 2023

Her background

I followed a Bachelor's degree (BAC+3) in sports business, at the CNPC in Pau from 2016 to 2019. With this training, I learned all the notions of business, marketing and management and I did different internships in sports stores (board oriented) such as Quiksilver in Le Havre and Uncle Zaz in Mimizan, and worked as a saleswoman and then assistant manager.

Having my business creation project, I came back to my hometown to follow the student-entrepreneur diploma (D2E) at the University of Le Havre Normandie, which I

started in September 2021.

Her project: A women's lingerie brand designed with women and respectful of the planet

I chose to register for the status of student-entrepreneur to be accompanied in my project. The PEPITE Normandie program allow me to benefit from training related to entrepreneurship and business creation and to meet other young entrepreneurs.

Since Apris 2021, I have this crazy project to create a brand of feminine lingerie. Since 1 year, I became aware of the discomfort of the underwired bra, of all my beliefs and fears (related to femininity, hypersexualization of the chest). Today, I wear lingerie without underwire and even nothing at all sometimes. And I feel authentic and free !

This brand is my way of contributing to the well-being of women, helping them embody the best version of themselves, with love and kindness.

All items will be made in France with sustainable and European materials. The items will be sold "on demand, to avoid waste." The next step is to find the name of the lingerie brand !

Le Havre, a dynamic city for entrepreneurship !

We find various support structures: PEPITE Normandie, CCI, Mission Locale, Positive Planet... And several events and business clubs allow you to meet and exchange with Le Havre entrepreneurs.