

A portrait of a woman with long, wavy blonde hair and blue eyes, smiling slightly. She is wearing a black, sleeveless top with a high collar and is adjusting the collar with both hands. The background is a plain, light-colored wall.

PRESS & MEDIA KIT

ABBY LANE

OFFICIAL BIO

Abby Lane is an entrepreneur and stylist, currently serving as the Founder and CEO of Chérie Lane, a fashion brand dedicated to empowering ambitious women through elegant, chic, and sparkling styles. With a keen eye for design and a passion for business, Abby has quickly established herself as a leader in the fashion industry, building a brand that resonates with driven women seeking confidence and sophistication in their wardrobes.

Abby founded Chérie Lane in 2022 while pursuing her studies at Baylor University, transforming a school project into a thriving business. By August 2024, she made the bold decision to leave a corporate career in supply chain management to focus on Chérie Lane full-time. Since then, she has led the brand's rapid growth, cultivating a loyal community, expanding into a 2,600-square-foot warehouse, and assembling a dedicated team—all while remaining steadfast in her mission to inspire and elevate women through fashion.

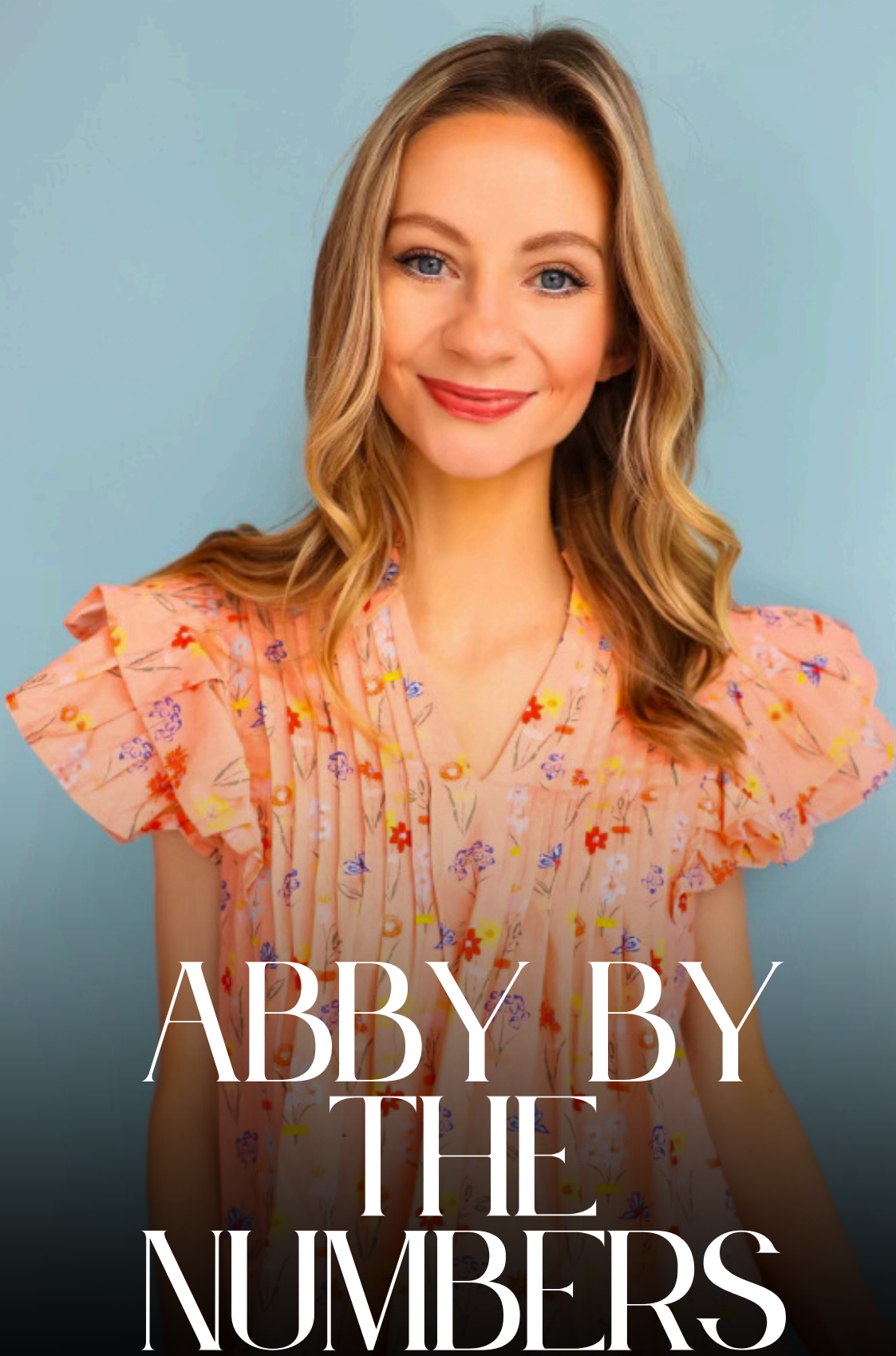


Under Abby's leadership, Chérie Lane has gained recognition for its timeless yet modern aesthetic, commitment to quality, and dedication to fostering a community of strong, empowered women. In 2025, Chérie Lane launched its first flagship store in Dallas, Texas.

As a founder, creative director, and industry innovator, Abby is redefining what it means to lead in fashion, combining business acumen with an unwavering vision for style and empowerment.

Abby is a highly sought-after speaker on business and entrepreneurship. She currently resides in Dallas, Texas. She graduated from Baylor University with a degree in Supply Chain Management, Marketing, and Entrepreneurship & Corporate Innovation.

ABBY LANE PRESS KIT



ABBY BY THE NUMBERS

ABBY LANE PRESS KIT

11.9K

COMBINED
INSTAGRAM
FOLLOWERS

3.5K

COMBINED
TIKTOK
FOLLOWERS

3.5K

COMBINED
FACEBOOK
FOLLOWERS

17.9K

COMBINED
ACROSS ALL
PLATFORMS

ABBY LANE PRESS KIT

SPEAKING TOPICS



From School Project to CEO: How I Built Chérie Lane from the Ground Up

Abby shares her entrepreneurial journey—from launching Chérie Lane as a college project to growing it into a full-time business with a 2,600-square-foot warehouse and loyal customer base. She offers candid insights on starting small, making bold career moves, and scaling a brand with intention and heart.

Style Meets Strategy: Merging Fashion and Business to Empower Women

In this conversation, Abby unpacks how she blends a sharp business mindset with a passion for fashion. She discusses her background in supply chain and marketing, how she applies those skills to creative leadership, and what it takes to build a brand that resonates with ambitious, style-driven women.

Why Fashion Is More Than What You Wear: The Chérie Lane Mission

Abby talks about the deeper mission behind Chérie Lane: helping women feel powerful, confident, and seen. She explains how her brand fosters connection, self-expression, and empowerment—and why building community is just as important as curating a product line.

Leaving Corporate to Chase the Dream: What I've Learned as a Full-Time Founder

Abby opens up about the pivotal moment she left a promising corporate job to pursue Chérie Lane full time. She shares lessons on risk-taking, resilience, and redefining success on your own terms—offering inspiration and practical advice for other aspiring entrepreneurs.

ABBY LANE PRESS KIT



Abby Lane's public relations and brand representation are managed by
Queenside Ventures.

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