

La Dolce Diva: Pampering One's Soul

by Emily L. Foley



Jennifer Kirkwood brings the luxury and indulgence of Italy to your bath and body.

Competition to succeed in today's workforce leaves little room for encouragement and support between women. Gain sometimes comes at the expense of others, and developing relationships can end up as the lowest priority. Yet, we are constantly looking for a gift for these same female co-workers' birthdays, housewarmings or bridal showers. While we may be pitted against one another climbing the ladder, we can certainly unite in the quest for the perfect gift. One Atlanta woman has combined these two aspects of womanhood and created a product that is appealing on many levels.

Jennifer Kirkwood began La Dolce Diva, a line of luxury bath and body products, to end her perpetual search for the perfect gift. Kirkwood studied fashion at the Fashion Institute in New York and became successful designing women's active wear apparel. She traveled a great deal, and fell in love with Italy and its people, culture and food. Despite her achievements, Kirkwood was unhappy with the type of person it seemed she must become to move up in the world. The cattiness and lack of community between women at work was also on the list of qualms that motivated her to move to Atlanta to pursue other options.

Kirkwood was then inspired to create a product that would serve as a perfect gift with a positive message. She combined her love for Italy with her passion for seeing strong sisterhood among women, and the result is La Dolce Diva. Kirkwood believes in being a diva, but a sweet diva, not the savage version we see on television.

The sumptuous line of body products includes two collections. Each brings to life the spirit of Italy through its subtle, yet rich, scent. The Dolce Divina Collection is reminiscent of Italian sweets. These gourmand scents are satisfying and create the sense of actually tasting the savory treats. The Bella Divina Collection recreates lush Italian gardens at the height of their bloom. The floral scents of gardenia, honeysuckle and rose soothe both the body and mind. A range of products are available in each scent, including body butter, bath wash, lip balm and candles.

Kirkwood uses single note scents for her products to keep each one refreshing and simple. Her line does not clash with other perfumes or scents and are made for personal enjoyment. Opening the top to one of the beautiful bottles ushers in a moment of relaxation and calm. La Dolce Diva's luxury products are devoid of alcohol and harsh chemicals. Made from shea butter, the aromatic delights nourish the body while they soothe the soul. Kirkwood's love of Italy is evident in her ability to portray the country's spirit through her products. Each bottle provides a miniature escape from reality to a world of sophistication and charm.

The aesthetics of La Dolce Diva's packaging are almost as appealing as the products themselves. On each beautifully designed bottle is a sassy leopard print as well as a huge bauble gemstone tied around the bottle's neck. A tag also declares the Divina mantra, "You, my sweet Diva, are smart, savvy, fun & fabulous! You have a passion for life & living it with style. Resilient and bold, you have the

courage to chase your dreams and make them reality. You can giggle like a girl or strut like a star. You are true to yourself and your Diva Sisters!" Kirkwood penned this mantra to remind us to pamper ourselves and nurture our sister divas as well.

For now, these inviting products are available almost exclusively online. But the message and quality of Kirkwood's products have made a big impression. Soon La Dolce Diva products will be found in boutiques around Atlanta. Kirkwood also plans to expand the La Dolce Diva brand to include candies and even t-shirts.

A portion of each La Dolce Diva sale is given to charitable organizations that support women. This simple act is large in magnitude and allows each La Dolce Diva customer to give to a friend, while simultaneously giving to a stranger less fortunate than herself.

Kirkwood has a keen sense of what women love and need, and this attribute guarantees that we can count on La Dolce Diva whenever we want to pamper ourselves or a friend. The ultimate message behind these soothing bath products is one of empowerment. Women must learn to take care of themselves, while uplifting their sisters around them as well. No matter how strong we are, there is strength in numbers. With a united (sweet) diva sisterhood, we can take on the world.

For more information about La Dolce Diva, contact Jennifer Kirkwood at (770) 592-3477 or visit www.ladolcedivainc.com.