

## **Smileaway. Send that special someone a smile every month!**

**Smileaway** is a unique new monthly subscription service that lets anyone be the thoughtful partner they've always wanted to be – no matter how busy and demanding their professional life.

Every month, **Smileaway** will send the lucky lady in your life a beautifully curated, exquisitely wrapped, thoughtful gift straight to her door – showing her exactly how much you care. It's an ideal anniversary or birthday gift that keeps on giving all year round.

**Smileaway** is the brainchild of busy professionals, friends and colleagues Leanne Florence and Korinna Howie. As a former army wife and the partner of a professional sportsman respectively, they know better than most how work commitments, travel, children and sheer lack of time can risk taking the spontaneity and romance out of even the strongest relationship.

As Korinna says, "We wanted to provide a service to keep love and passion alive in today's busy world. We'd seen the monthly subscription box trend cross the Atlantic, and we saw a fabulous opportunity. We're making it possible for everyone to send a wonderful gift to the woman they love – and taking the pressure off men who feel the pressure to choose the perfect present every time. Relax, guys: we've got your back."

Leanne took the idea for **Smileaway** to the Enterprise Programme at the Prince's Trust, which gave her their full backing. Launching on Valentine's Day, they're now taking orders for subscriptions, with the first boxes due to be delivered the first week of March.

Though **Smileaway** has big plans for the future, it is focusing initially on gifts, favours and treats for women, all delivered in their signature Black Box. The service starts at just £22.50 for the Little Black Box – or, for £50 a month, the Beyond Black box offers even more luxury and even more delight.

"We deliver a smile in a box," Leanne says. "We both know from experience that being away from your partner can be tough. So we're offering a way to help people show they care, whether it helps a couple through being apart or just means there's a magical moment to share and enjoy each month. There's never a bad time to give your lady a gift!

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**Smileaway** offers a monthly subscription service delivering curated gifts for women from just £22.50 a month. Supported by the Prince's Trust, the company was founded by Leanne Florence and Korinna Howie, two busy professional women from Norfolk.

**Leanne Florence**, 27, is a former recruitment consultant and mother of three young children. As a former army wife, she is used to being apart from her husband for long periods of time – and came up with the idea behind **Smileaway** as a way for soldiers to let their wives know they're thinking of them back home.

**Korinna Howie**, 45, began a life-long affair with all things beautiful during a career in retailing that took her across the UK. As former MD (and still a director) of Sellebrity Auctions and Sellebrity Soccer, she has helped raise almost £1million for charity by selling celebrity memorabilia and experiences.