



FOUNDER TALKS

How to establish a lifestyle brand
in a seemingly “grubby” industry?

AMORELIE
everyday passion



FOUNDER TALKS



MannheimCeI



MannheimCeI

Meet



Lea-Sophie Cramer (co-founder of Amorelie & Alumna University of Mannheim)



After positions at BCG, Rocket Internet & Groupon, Lea decided to start **Amorelie**, an e-commerce platform for lovetoys, dessous and erotic inspirations

Learn about



Marketing of an aspiring lifestyle-brand in a seemingly "grubby" industry

Thursday, **Nov 21**, 7pm
Fuchs Petrolub
University of Mannheim



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Baden-Württemberg

