



NILE

WWW.THENILELIST.COM

Harvard-educated lawyer launches platform to revolutionize online shopping

Washington D.C. – Today the digital community NILE launched as a hub for Black-owned businesses that sell products online. Currently, more than 1,500 companies are listed on the website and available for users to discover, browse, and shop.

Created by attorney and entrepreneur, Khadijah Robinson, this platform is the only free business directory that connects consumers with goods made by Black entrepreneurs that are sold online. Serving as more than a simple directory, Nile users get a multifaceted look at these businesses through items such as detailed owner biographies and company histories, news coverage, and customer reviews. Consumers are able to find the products they want quickly by filtering for various special designations, such as woman-owned businesses, immigrant-owned businesses, and businesses that make handmade or vegan products, for example. Special discounts and promotions are also available to users that create registered profiles on the site.

“NILE elevates the shopping experience because it is designed with the consumer in mind,” said Robinson, a 2015 graduate of Harvard Law School. “Our one-stop-shop makes it easy and convenient for shoppers to intentionally spend money in communities and with businesses they care about.”

Furthermore, NILE seeks to give Black consumers, and those they inspire, more autonomy to activate their trendsetting shopping habits, with annual spending power of \$1.3 trillion, according to Nielson.

Spread across 18 different categories, the current brands featured on NILE offer a variety of goods, from laundry detergent and footwear to wall paint and wine. Featured brands include Garner’s Garden, a natural skin-care company, Loza Tam, an African head wrap collection, and Clare, an interior paint company.

Learn more about NILE at www.thenilelist.com.