Meta

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Wells & Monroe

Ads | About

~47 results

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Active status: Active ads

Active

Library ID: 1038158315759543

Started running on Sep 16, 2026

Platforms

See ad details

Wells & Monroe
Sponsored

There's a moment almost every woman past 50 has lived through.

You're scrolling late at night, or wandering through a shop on a Saturday afternoon, and something stops you — the color, the drape, the way the fabric seems to move on its own. You linger. You picture yourself in it. And then, without anyone saying a word, you understand it was never made with you in mind.

So you keep scrolling. You keep walking. And somewhere in between, a small, quiet thought takes root — not loud enough to fight, just persistent enough to start believing. Maybe this whole world of beautiful clothing isn't yours to have anymore.

It is. It has always been yours. Nobody built a store to prove that to you.

Until Wells & Monroe.

It started over coffee that had long gone cold, in a small café in Charleston, between two women — Wells and Monroe — who had spent years quietly carrying the exact same frustration without ever once comparing notes. Different taste. Different lives. Different closets entirely. But underneath all of that was something neither of them had said out loud — the experience of walking into store after store, finding rack after rack of beautiful clothing, and leaving with nothing. Not because none of it was beautiful. Because none of it was made for women like them.

There's a particular kind of disappointment in that — quieter than rejection, but just as real. The sense of being overlooked entirely, of standing in a room full of color and craftsmanship built, every time, with someone younger in mind.

And the most painful part isn't the moment itself. It's what happens after — when a woman simply stops expecting anything different. When she convinces herself that effortless, beautiful, genuinely flattering clothing is something other women get to have, not her. That her age is a footnote now. That she should make do.

Wells and Monroe had both made do for years. Sitting together that afternoon in Charleston, they finally said it out loud — and realized neither of them wanted to keep doing that.

So they stopped making do. They built something instead.

Not a catalog with a handful of "classic" pieces tucked in to check a box. Not a big retailer borrowing a trend and calling it appropriate for her age. Not a single campaign photo with one model who happens to have gray hair. Wells & Monroe is a store built, from its very first decision, for women over fifty. For the life she's actually living. For her body, her confidence, the way she wants to feel walking out the door.

Every single piece that has ever made it onto the shelves has had to pass the same test. Does she look radiant in this? Does she feel radiant in this? Not does it photograph well on someone twenty years younger. Not does it look right on a hanger. Does it actually work — for her, completely, without a single compromise. If either answer is no, it doesn't make the cut. No exceptions.

They expected women to come shopping. What actually happened surprised even them.

Women stayed. They came back season after season, and they brought the women they loved most — sisters, daughters, lifelong friends who had quietly given up looking. They sent photos from ordinary days, not just special ones. Because that's really what this has always been about — not the big event, not the night you're supposed to look beautiful. It's the regular Tuesday afternoon, the moment you catch your own reflection in a window without meaning to, and before you can even think about it, something in you says: I look incredible. I feel exactly like myself.

Women told Wells and Monroe things in their fitting rooms they'd never said out loud anywhere else. That they'd spent years believing certain clothes simply weren't made for women their age — and finding something that actually fit felt like being seen again, in a way that had nothing to do with the mirror.

They didn't plan any of this around a calendar. They waited until it felt right. It feels right now.

As the season turned, the women who shop with them started asking for more — lighter fabrics, breezier silhouettes, pieces built for warmth and movement instead of layers and caution. They wanted the same care put into every piece, just made for summer. So Wells and Monroe listened. And they wanted to make it easy for every woman — the ones who've been with them from the start, and the ones just finding them — to step into that season feeling completely her own.

That's what this Summer Sale is. Effortless resort pieces. Breathable layers for real heat, not just a photo shoot. Elevated everyday clothing for the woman who wants to look intentional without spending an hour deciding. Every piece passed the same two questions before it ever reached the floor. Does she look radiant in it? Does she feel radiant in it?

To mark it, they're opening things up more than usual — up to 70% off across the collection. Not a clearance rack. Not last season's leftovers nobody wanted. A genuine thank-you, and an open door.

One of the pieces they're proudest of right now is the Ivy Floral Midi Dress with Rose Cuff Sleeves — soft, warm-weather ready, and built on the exact same standard as everything else they make. You can find it here: https://wells-monroe.com/products/ivy-floral-midi-dress-with-rose-cuff-sleeves

To the women who have been here from the beginning — you showed up when this was small, and you kept coming back. You brought the women you love most and told them, simply, go, you'll feel it there too. That isn't a referral. That's a gift. Wells and Monroe have never taken that lightly, and they never will. This Summer Sale is as much yours as it is theirs.

And to the women just finding this place — welcome. However you got here, we hope you stay long enough to feel what this place actually is. Wells & Monroe has always been for women who are finished being an afterthought. Women who know their age was never a limit.

Browse slowly. Reach for the piece you wouldn't normally reach for. Trust whatever makes you stop.

It still surprises Wells and Monroe, some days, that a conversation over cold coffee in Charleston turned into something real women built their lives around. But that's what happens when something is built on the truth. And the truth Wells & Monroe was built on hasn't changed: every woman over fifty deserves a store made entirely for her — not for who she used to be, not for who anyone expects her to be. For exactly who she is right now.

Come see what summer looks like here.

Wells & Monroe

1.00

WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!

Shop now

Active

Library ID: 844071165395689

Started running on Sep 19, 2026

Platforms

See ad details

Wells & Monroe
Sponsored

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And then, without anyone saying a word, you understand it was never made with you in mind.

So you keep scrolling. You keep walking. Somewhere in between, a small, quiet thought takes root. It isn't loud enough to fight, just persistent enough to start believing: maybe this whole world of beautiful clothing isn't yours to have anymore.

It is. It always has been.

Nobody built a store to prove that to you. Until Wells & Monroe.

How It Actually Started

It began in Charleston, over two cups of coffee that had gone cold long before either of us noticed.

We were two women with different tastes, different lives, and completely different closets. But we had been carrying the same quiet frustration for years without ever comparing notes. That afternoon, one of us finally said it out loud.

"I'm tired of leaving empty-handed."

The other looked up and said, "Me too."

Because that was the truth of it. Store after store, rack after rack of beautiful clothing, and we walked out with nothing. Not because none of it was beautiful, but because none of it was made for women like us.

There's a particular kind of disappointment in that. It's quieter than rejection, but just as real. It's the feeling of standing in a room full of color and craftsmanship that was built, every time, with someone younger in mind.

And the hardest part isn't the moment itself. It's what comes after, when a woman simply stops expecting anything different. She decides that effortless, flattering clothing is something other women get to have. That her age is a footnote now. That she should make do.

We had both made do for years.

Sitting at that table, we realized neither of us wanted to keep doing it. So we stopped making do, and we built something instead.

What We Actually Built

We didn't build a catalog with a few "classic" pieces tucked in to check a box. We didn't build a big retailer's idea of what's appropriate for her age. And we certainly didn't build a campaign with one model who happens to have gray hair.

Wells & Monroe was made for women over fifty from its very first decision. It was made for the life she's actually living, for her body, her confidence, and the way she wants to feel when she walks out the door.

Every piece that has ever reached our shelves has had to pass the same two questions.

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Does she feel radiant in this?

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If the answer to either question is no, it doesn't make the cut. No exceptions.

What Our Customers Gave Us

We expected women to come shopping. What happened next surprised even us.

They stayed.

They came back season after season. They brought the women they loved most: sisters, daughters, lifelong friends who had quietly given up looking. They sent us photos from ordinary days, not just special ones.

Because that's what this has always been about. Not the big event. Not the one night you're supposed to look beautiful. It's a regular Tuesday afternoon, when you catch your reflection in a window without meaning to, and before you can even think, something in you says: I look incredible. I feel exactly like myself.

Women have told us things they'd never said out loud anywhere else. That they had spent years believing certain clothes simply weren't made for women their age. And that finding something that fit, really fit, felt like being seen again, in a way that had nothing to do with the mirror.

Why Now

We never planned this around a calendar. We waited until it felt right, and it feels right now.

As the season turned, the women who shop with us started asking for more. Lighter fabrics. Breezier silhouettes. Pieces built for warmth and movement instead of layers and caution. They wanted the same care we put into everything else, just made for summer.

So we listened.

The Summer Sale

The Kelley Jacket Collection is built on the same standard as everything else we carry. Effortless resort pieces. Breathable layers for real heat, not just a photo shoot. Elevated everyday clothing for the woman who wants to look intentional without spending an hour deciding.

Every piece passed the same two questions before it ever reached the floor.

To mark our Summer Sale, we're opening things up more than we ever have before: 70% off the Kelley Jacket Collection.

This isn't a clearance rack, and it isn't last season's leftovers that nobody wanted. It's a genuine thank-you, and an open door.

Shop the Kelley Jacket Collection:
https://wells-monroe.com/collections/collection-kelley-jacket

For the Women Who Have Been Here

To the women who have been with us from the beginning: you showed up when we were small, and you kept coming back. You brought the women you love most and told them, simply, "Go. You'll feel it there too."

That isn't a referral. That's a gift, and we have never taken it lightly.

This Summer Sale is as much yours as it is ours.

For the Women Just Finding Us

To the women just finding us: welcome.

However you got here, we hope you stay long enough to feel what this place really is. Wells & Monroe has always been for women who are finished being an afterthought. Women who know their age was never a limit.

Browse slowly. Reach for the piece you wouldn't normally reach for. Trust whatever makes you stop.

Closing

It still surprises us, some days, that a conversation over cold coffee in Charleston turned into something real women have built their lives around.

But that's what happens when something is built on the truth. And the truth behind Wells & Monroe hasn't changed: every woman over fifty deserves a store made entirely for her. Not for who she used to be, and not for who anyone expects her to be, but for exactly who she is right now.

Come see what summer looks like here.

Wells & Monroe

1.00

WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!

Shop now

Active

Library ID: 1711903584271828

Started running on Sep 24, 2026

Platforms

See ad details

Wells & Monroe
Sponsored

There's a moment almost every woman past 50 has lived through.

You're scrolling late at night, or wandering through a shop on a Saturday afternoon, and something stops you. The color. The drape. The way the fabric seems to move on its own. You linger. You picture yourself in it.

And then, without anyone saying a word, you understand it was never made with you in mind.

So you keep scrolling. You keep walking. Somewhere in between, a small, quiet thought takes root. It isn't loud enough to fight, just

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Shop the Kelley Jacket Collection:
https://wells-monroe.com/products/kelley-lightweight-quilted-jacket

For the Women Who Have Been Here

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But that's what happens when something is built on the truth. And the truth behind Wells & Monroe hasn't changed: every woman over fifty deserves a store made entirely for her. Not for who she used to be, and not for who anyone expects her to be, but for exactly who she is right now.

Come see what summer looks like here.

Wells & Monroe

1.00

WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!

Shop now

Active

Library ID: 4710223482635016

Started running on Sep 19, 2026

Platforms

See ad details

Wells & Monroe
Sponsored

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So you keep scrolling. You keep walking. And somewhere in between, a small, quiet thought takes root — not loud enough to fight, just persistent enough to start believing. Maybe this whole world of beautiful clothing isn't yours to have anymore.

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Come see what summer looks like here.

Wells & Monroe

1.00

WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!

Shop now

Active

Library ID: 1320375097830247

Started running on Sep 16, 2026

Platforms

See ad details

Wells & Monroe
Sponsored

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It is. It has always been yours. Nobody built a store to prove that to you.

Active

Library ID: 1096750489971433

Started running on Sep 19, 2026

Platforms

See ad details

Wells & Monroe
Sponsored

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It is. It always has been.

be, and not for who anyone expects her to be, but for exactly who she is right now.

Come see what summer looks like here.

Wells & Monroe

1.00

WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!

Shop now

Active

Library ID: 1053278910908896

Started running on Sep 23, 2026

Platforms

See ad details

Wells & Monroe
Sponsored

There's a moment almost every woman past 50 has lived through.

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be, and not for who anyone expects her to be, but for exactly who she is right now.

Come see what summer looks like here.

Wells & Monroe

1.00

WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!

Shop now

Active

Library ID: 1782557242779934

Started running on Sep 19, 2026

Platforms

See ad details

Wells & Monroe
Sponsored

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Active

Library ID: 1735696561058882

Started running on Sep 19, 2026

Platforms

See ad details

Active

Library ID: 2111811512747282

Started running on Sep 16, 2026

Platforms

See ad details

Active

Library ID: 1571074590680834

Started running on Sep 19, 2026

Platforms

See ad details

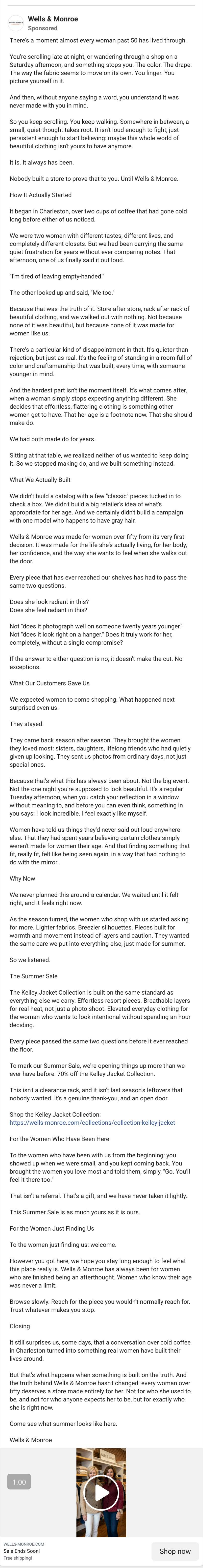
Active

Library ID: 27776218182051851

Started running on Sep 23, 2026

Platforms

See ad details



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How It Actually Started

It began in Charleston, over two cups of coffee that had gone cold long before either of us noticed.

We were two women with different tastes, different lives, and completely different closets. But we had been carrying the same quiet frustration for years without ever comparing notes. That afternoon, one of us finally said it out loud.

"I'm tired of leaving empty-handed."

The other looked up and said, "Me too."

Because that was the truth of it. Store after store, rack after rack of beautiful clothing, and we walked out with nothing. Not because none of it was beautiful, but because none of it was made for women like us.

There's a particular kind of disappointment in that. It's quieter than rejection, but just as real. It's the feeling of standing in a room full of color and craftsmanship that was built, every time, with someone younger in mind.

And the hardest part isn't the moment itself. It's what comes after, when a woman simply stops expecting anything different. She decides that effortless, flattering clothing is something other women get to have. That her age is a footnote now. That she should make do.

We had both made do for years.

Sitting at that table, we realized neither of us wanted to keep doing it. So we stopped making do, and we built something instead.

What We Actually Built

We didn't build a catalog with a few "classic" pieces tucked in to check a box. We didn't build a big retailer's idea of what's appropriate for her age. And we certainly didn't build a campaign with one model who happens to have gray hair.

Wells & Monroe was made for women over fifty from its very first decision. It was made for the life she's actually living, for her body, her confidence, and the way she wants to feel when she walks out the door.

Every piece that has ever reached our shelves has had to pass the same two questions.

Does she look radiant in this?
Does she feel radiant in this?

Not "does it photograph well on someone twenty years younger." Not "does it look right on a hanger." Does it truly work for her, completely, without a single compromise?

If the answer to either question is no, it doesn't make the cut. No exceptions.

What Our Customers Gave Us

We expected women to come shopping. What happened next surprised even us.

They stayed.

They came back season after season. They brought the women they loved most: sisters, daughters, lifelong friends who had quietly given up looking. They sent us photos from ordinary days, not just special ones.

Because that's what this has always been about. Not the big event. Not the one night you're supposed to look beautiful. It's a regular Tuesday afternoon, when you catch your reflection in a window without meaning to, and before you can even think, something in you says: I look incredible. I feel exactly like myself.

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Why Now

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The Summer Sale

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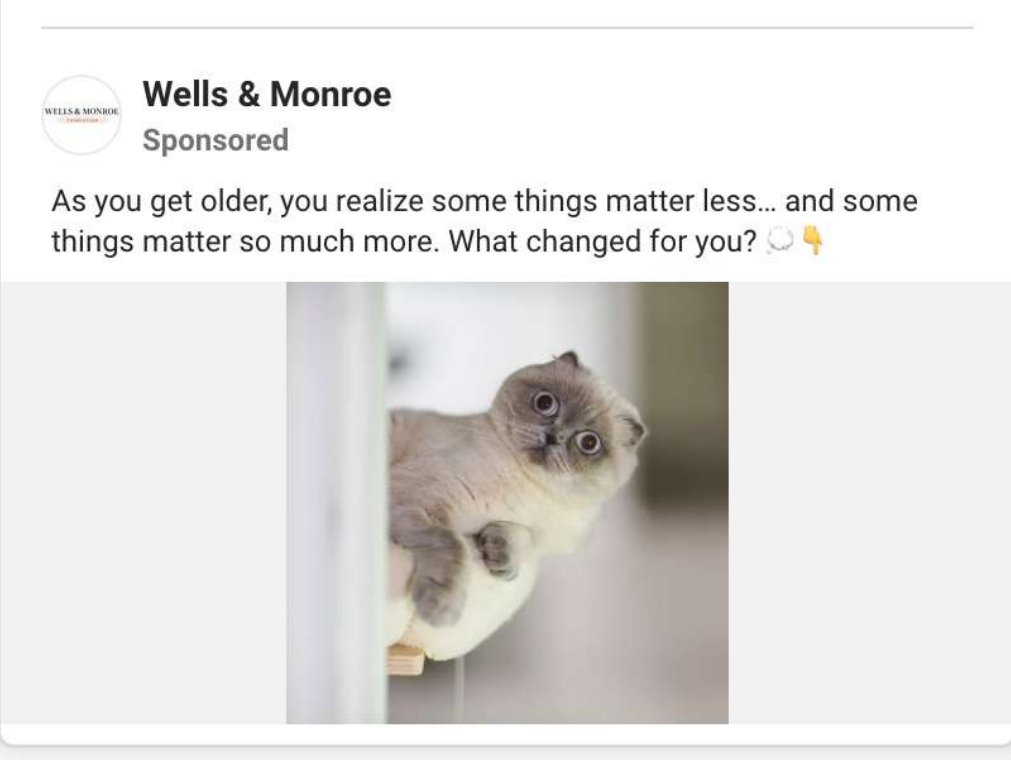
Wells & Monroe

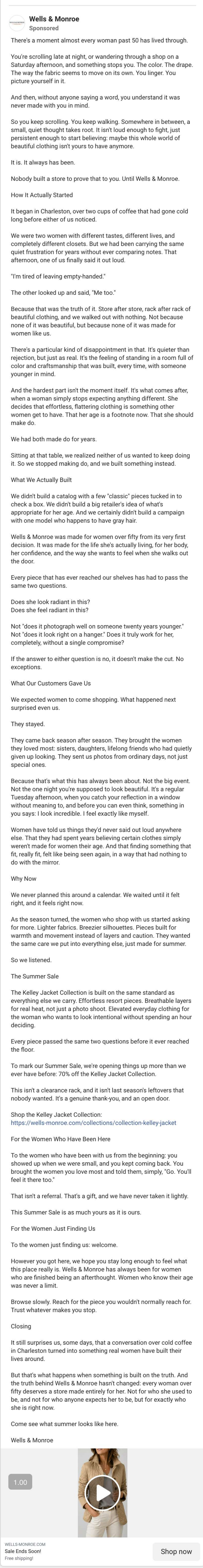
WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!

Shop now



Wells & Monroe
Sponsored

As you get older, you realize some things matter less… and some things matter so much more. What changed for you? 💭👇



Wells & Monroe
Sponsored

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Why Now

We never planned this around a calendar. We waited until it felt right, and it feels right now.

As the season turned, the women who shop with us started asking for more. Lighter fabrics. Breezier silhouettes. Pieces built for warmth and movement instead of layers and caution. They wanted the same care we put into everything else, just made for summer.

So we listened.

The Summer Sale

The Kelley Jacket Collection is built on the same standard as everything else we carry. Effortless resort pieces. Breathable layers for real heat, not just a photo shoot. Elevated everyday clothing for the woman who wants to look intentional without spending an hour deciding.

Every piece passed the same two questions before it ever reached the floor.

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This isn't a clearance rack, and it isn't last season's leftovers that nobody wanted. It's a genuine thank-you, and an open door.

Shop the Kelley Jacket Collection:
https://wells-monroe.com/collections/collection-kelley-jacket

For the Women Who Have Been Here

To the women who have been with us from the beginning: you showed up when we were small, and you kept coming back. You brought the women you love most and told them, simply, "Go. You'll feel it there too."

That isn't a referral. That's a gift, and we have never taken it lightly.

This Summer Sale is as much yours as it is ours.

For the Women Just Finding Us

To the women just finding us: welcome.

However you got here, we hope you stay long enough to feel what this place really is. Wells & Monroe has always been for women who are finished being an afterthought. Women who know their age was never a limit.

Browse slowly. Reach for the piece you wouldn't normally reach for. Trust whatever makes you stop.

Closing

It still surprises us, some days, that a conversation over cold coffee in Charleston turned into something real women have built their lives around.

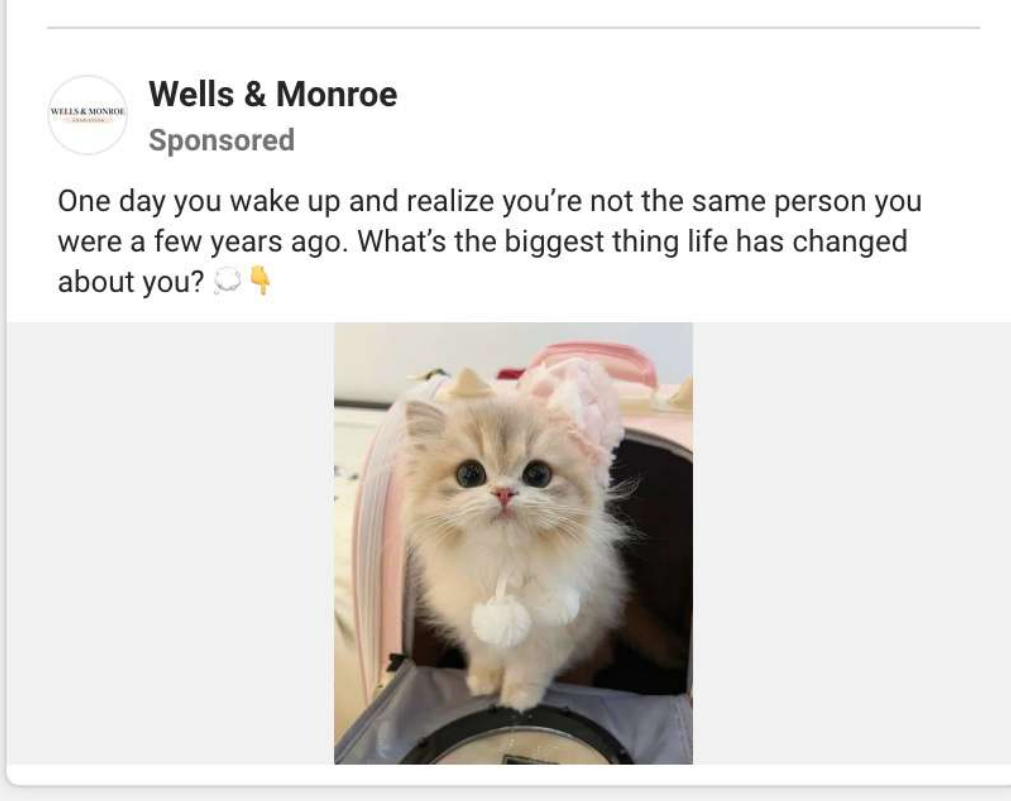
But that's what happens when something is built on the truth. And the truth behind Wells & Monroe hasn't changed: every woman over fifty deserves a store made entirely for her. Not for who she used to be, and not for who anyone expects her to be, but for exactly who she is right now.

Come see what summer looks like here.

Wells & Monroe

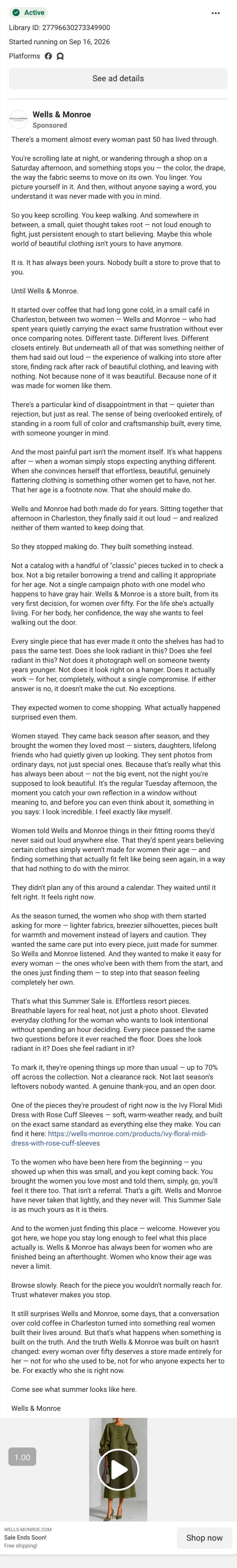
WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!

Shop now



Wells & Monroe
Sponsored

One day you wake up and realize you're not the same person you were a few years ago. What's the biggest thing life has changed about you? 💭👇



Active
Library ID: 27796630273349900
Started running on Sep 16, 2026
Platforms

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Wells & Monroe
Sponsored

There's a moment almost every woman past 50 has lived through.

You're scrolling late at night, or wandering through a shop on a Saturday afternoon, and something stops you — the color, the drape, the way the fabric seems to move on its own. You linger. You picture yourself in it. And then, without anyone saying a word, you understand it was never made with you in mind.

So you keep scrolling. You keep walking. And somewhere in between, a small, quiet thought takes root — not loud enough to fight, just persistent enough to start believing. Maybe this whole world of beautiful clothing isn't yours to have anymore.

It is. It has always been yours. Nobody built a store to prove that to you.

Until Wells & Monroe.

It started over coffee that had long gone cold, in a small café in Charleston, between two women — Wells and Monroe — who had spent years quietly carrying the exact same frustration without ever once comparing notes. Different taste. Different lives. Different closets entirely. But underneath all of that was something neither of them had said out loud — the experience of walking into store after store, finding rack after rack of beautiful clothing, and leaving with nothing. Not because none of it was beautiful. Because none of it was made for women like them.

There's a particular kind of disappointment in that — quieter than rejection, but just as real. The sense of being overlooked entirely, of standing in a room full of color and craftsmanship built, every time, with someone younger in mind.

And the most painful part isn't the moment itself. It's what happens after — when a woman simply stops expecting anything different. When she convinces herself that effortless, beautiful, genuinely flattering clothing is something other women get to have, not her. That her age is a footnote now. That she should make do.

Wells and Monroe had both made do for years. Sitting together that afternoon in Charleston, they finally said it out loud — and realized neither of them wanted to keep doing that.

So they stopped making do. They built something instead.

Not a catalog with a handful of "classic" pieces tucked in to check a box. Not a big retailer borrowing a trend and calling it appropriate for her age. Not a single campaign photo with one model who happens to have gray hair. Wells & Monroe is a store built, from its very first decision, for women over fifty. For the life she's actually living. For her body, her confidence, the way she wants to feel walking out the door.

Every single piece that has ever made it onto the shelves has had to pass the same test. Does she look radiant in this? Does she feel radiant in this? Not does it photograph well on someone twenty years younger. Not does it look right on a hanger. Does it actually work — for her, completely, without a single compromise. If either answer is no, it doesn't make the cut. No exceptions.

They expected women to come shopping. What actually happened surprised even them.

Women stayed. They came back season after season, and they brought the women they loved most — sisters, daughters, lifelong friends who had quietly given up looking. They sent photos from ordinary days, not just special ones. Because that's really what this has always been about — not the big event, not the night you're supposed to look beautiful. It's the regular Tuesday afternoon, the moment you catch your own reflection in a window without meaning to, and before you can even think about it, something in you says: I look incredible. I feel exactly like myself.

Women told Wells and Monroe things in their fitting rooms they'd never said out loud anywhere else. That they'd spent years believing certain clothes simply weren't made for women their age — and finding something that actually fit felt like being seen again, in a way that had nothing to do with the mirror.

They didn't plan any of this around a calendar. They waited until it felt right. It feels right now.

As the season turned, the women who shop with them started asking for more — lighter fabrics, breezier silhouettes, pieces built for warmth and movement instead of layers and caution. They wanted the same care put into every piece, just made for summer. So Wells and Monroe listened. And they wanted to make it easy for every woman — the ones who've been with them from the start, and the ones just finding them — to step into that season feeling completely her own.

That's what this Summer Sale is. Effortless resort pieces. Breathable layers for real heat, not just a photo shoot. Elevated everyday clothing for the woman who wants to look intentional without spending an hour deciding. Every piece passed the same two questions before it ever reached the floor. Does she look radiant in it? Does she feel radiant in it?

To mark it, they're opening things up more than usual — up to 70% off across the collection. Not a clearance rack. Not last season's leftovers nobody wanted. A genuine thank-you, and an open door.

One of the pieces they're proudest of right now is the Ivy Floral Midi Dress with Rose Cuff Sleeves — soft, warm-weather ready, and built on the exact same standard as everything else they make. You can find it here: https://wells-monroe.com/products/ivy-floral-midi-dress-with-rose-cuff-sleeves

To the women who have been here from the beginning — you showed up when this was small, and you kept coming back. You brought the women you love most and told them, simply, go, you'll feel it there too. That isn't a referral. That's a gift. Wells and Monroe have never taken that lightly, and they never will. This Summer Sale is as much yours as it is theirs.

And to the women just finding this place — welcome. However you got here, we hope you stay long enough to feel what this place actually is. Wells & Monroe has always been for women who are finished being an afterthought. Women who know their age was never a limit.

Browse slowly. Reach for the piece you wouldn't normally reach for. Trust whatever makes you stop.

It still surprises Wells and Monroe, some days, that a conversation over cold coffee in Charleston turned into something real women built their lives around. But that's what happens when something is built on the truth. And the truth Wells & Monroe was built on hasn't changed: every woman over fifty deserves a store made entirely for her — not for who she used to be, not for who anyone expects her to be. For exactly who she is right now.

Come see what summer looks like here.

Wells & Monroe

WELLS-MONROE.COM
Sale Ends Soon!
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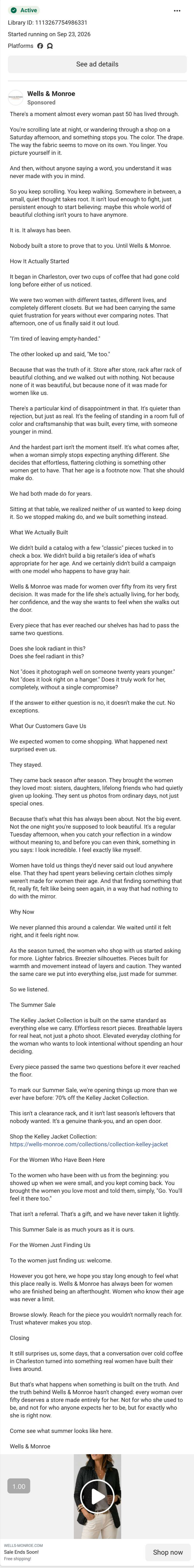
Shop now



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Library ID: 1113267754986331
Started running on Sep 23, 2026
Platforms

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Wells & Monroe
Sponsored

There's a moment almost every woman past 50 has lived through.

You're scrolling late at night, or wandering through a shop on a Saturday afternoon, and something stops you. The color. The drape. The way the fabric seems to move on its own. You linger. You picture yourself in it.

And then, without anyone saying a word, you understand it was never made with you in mind.

So you keep scrolling. You keep walking. Somewhere in between, a small, quiet thought takes root. It isn't loud enough to fight, just persistent enough to start believing: maybe this whole world of beautiful clothing isn't yours to have anymore.

It is. It always has been.

Nobody built a store to prove that to you. Until Wells & Monroe.

How It Actually Started

It began in Charleston, over two cups of coffee that had gone cold long before either of us noticed.

We were two women with different tastes, different lives, and completely different closets. But we had been carrying the same quiet frustration for years without ever comparing notes. That afternoon, one of us finally said it out loud.

"I'm tired of leaving empty-handed."

The other looked up and said, "Me too."

Because that was the truth of it. Store after store, rack after rack of beautiful clothing, and we walked out with nothing. Not because none of it was beautiful, but because none of it was made for women like us.

There's a particular kind of disappointment in that. It's quieter than rejection, but just as real. It's the feeling of standing in a room full of color and craftsmanship that was built, every time, with someone younger in mind.

And the hardest part isn't the moment itself. It's what comes after, when a woman simply stops expecting anything different. She decides that effortless, flattering clothing is something other women get to have. That her age is a footnote now. That she should make do.

We had both made do for years.

Sitting at that table, we realized neither of us wanted to keep doing it. So we stopped making do, and we built something instead.

What We Actually Built

We didn't build a catalog with a few "classic" pieces tucked in to check a box. We didn't build a big retailer's idea of what's appropriate for her age. And we certainly didn't build a campaign with one model who happens to have gray hair.

Wells & Monroe was made for women over fifty from its very first decision. It was made for the life she's actually living, for her body, her confidence, and the way she wants to feel when she walks out the door.

Every piece that has ever reached our shelves has had to pass the same two questions.

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What Our Customers Gave Us

We expected women to come shopping. What happened next surprised even us.

They stayed.

They came back season after season. They brought the women they loved most: sisters, daughters, lifelong friends who had quietly given up looking. They sent us photos from ordinary days, not just special ones.

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The Summer Sale

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For the Women Just Finding Us

To the women just finding us: welcome.

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Browse slowly. Reach for the piece you wouldn't normally reach for. Trust whatever makes you stop.

Closing

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Wells & Monroe

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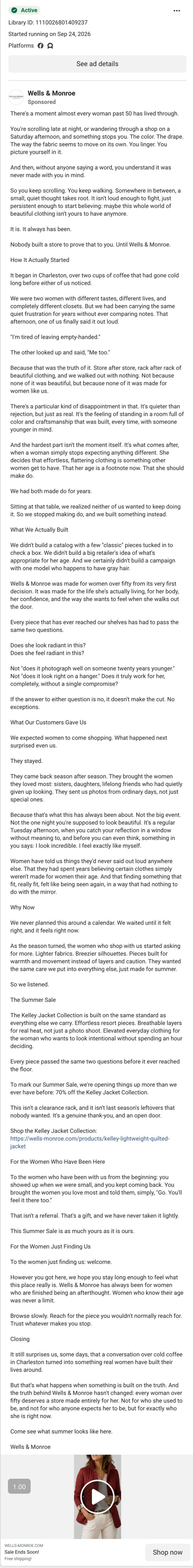

Active
Library ID: 1110026801409237
Started running on Sep 24, 2026
Platforms

See ad details

Wells & Monroe
Sponsored

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And then, without anyone saying a word, you understand it was never made with you in mind.

So you keep scrolling. You keep walking. Somewhere in between, a small, quiet thought takes root. It isn't loud enough to fight, just persistent enough to start believing: maybe this whole world of beautiful clothing isn't yours to have anymore.

It is. It always has been.

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How It Actually Started

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Because that was the truth of it. Store after store, rack after rack of beautiful clothing, and we walked out with nothing. Not because none of it was beautiful, but because none of it was made for women like us.

There's a particular kind of disappointment in that. It's quieter than rejection, but just as real. It's the feeling of standing in a room full of color and craftsmanship that was built, every time, with someone younger in mind.

And the hardest part isn't the moment itself. It's what comes after, when a woman simply stops expecting anything different. She decides that effortless, flattering clothing is something other women get to have. That her age is a footnote now. That she should make do.

We had both made do for years.

Sitting at that table, we realized neither of us wanted to keep doing it. So we stopped making do, and we built something instead.

What We Actually Built

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Wells & Monroe was made for women over fifty from its very first decision. It was made for the life she's actually living, for her body, her confidence, and the way she wants to feel when she walks out the door.

Every piece that has ever reached our shelves has had to pass the same two questions.

Does she look radiant in this?
Does she feel radiant in this?

Not "does it photograph well on someone twenty years younger." Not "does it look right on a hanger." Does it truly work for her, completely, without a single compromise?

If the answer to either question is no, it doesn't make the cut. No exceptions.

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They stayed.

They came back season after season. They brought the women they loved most: sisters, daughters, lifelong friends who had quietly given up looking. They sent us photos from ordinary days, not just special ones.

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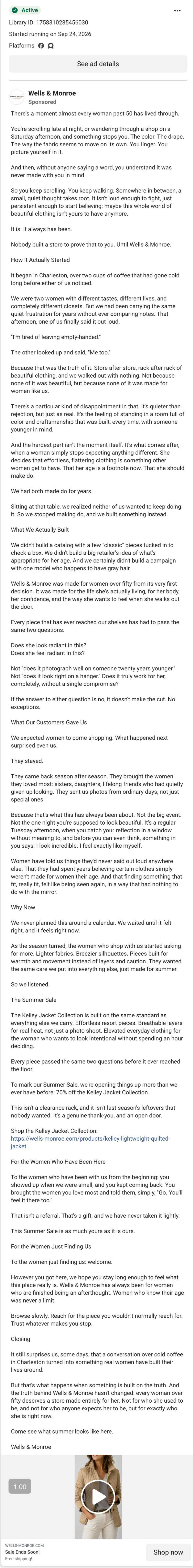

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Library ID: 1758310285456030
Started running on Sep 24, 2026
Platforms

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Wells & Monroe
Sponsored

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And then, without anyone saying a word, you understand it was never made with you in mind.

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To the women just finding us: welcome.

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Browse slowly. Reach for the piece you wouldn't normally reach for. Trust whatever makes you stop.

Closing

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Wells & Monroe

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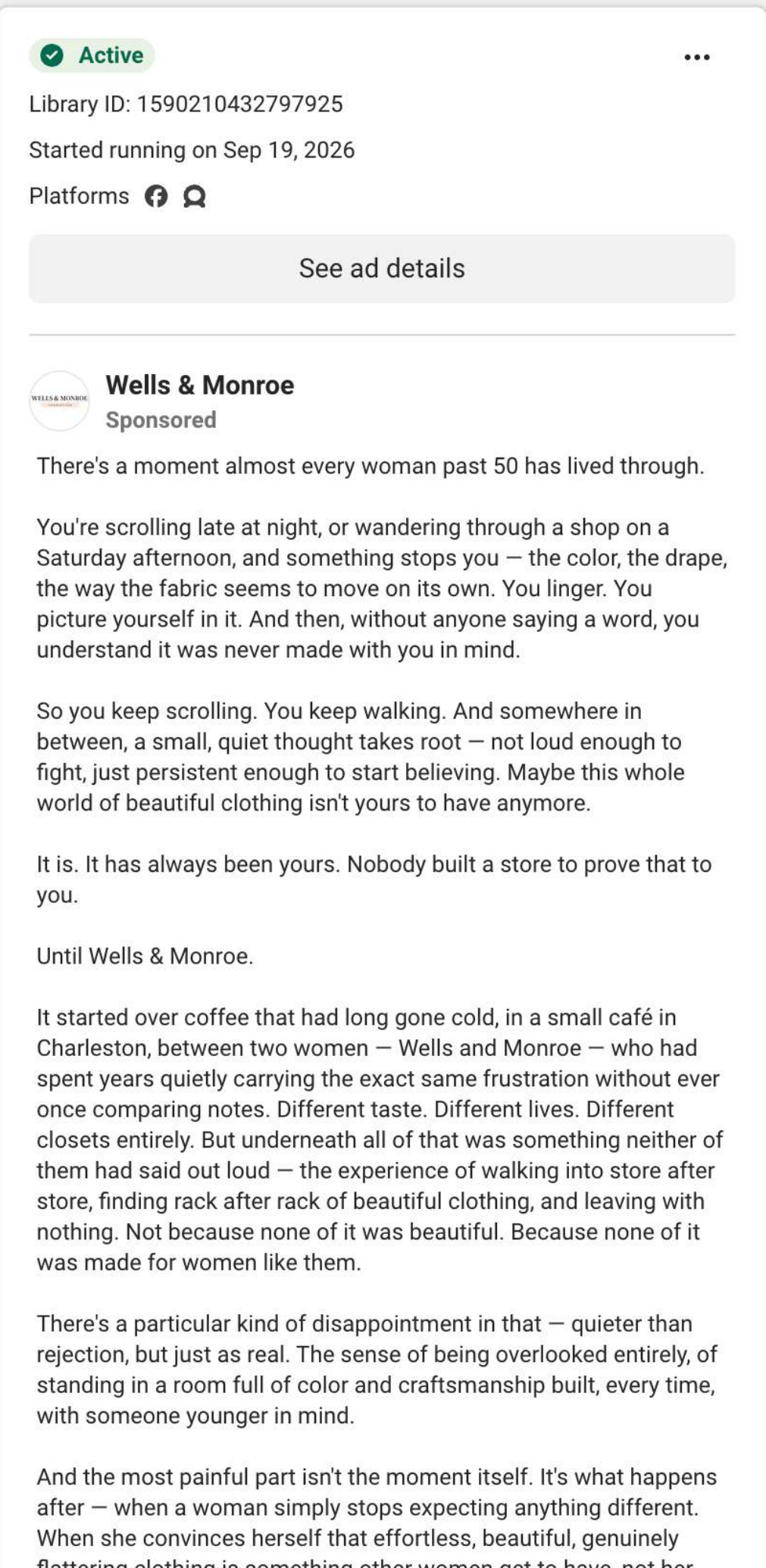

Active
Library ID: 1590210432797925
Started running on Sep 19, 2026
Platforms

See ad details

Wells & Monroe
Sponsored

There's a moment almost every woman past 50 has lived through.

You're scrolling late at night, or wandering through a shop on a Saturday afternoon, and something stops you — the color, the drape, the way the fabric seems to move on its own. You linger. You picture yourself in it. And then, without anyone saying a word, you understand it was never made with you in mind.

So you keep scrolling. You keep walking. And somewhere in between, a small, quiet thought takes root — not loud enough to fight, just persistent enough to start believing. Maybe this whole world of beautiful clothing isn't yours to have anymore.

It is. It has always been yours. Nobody built a store to prove that to you.

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There's a particular kind of disappointment in that — quieter than rejection, but just as real. The sense of being overlooked entirely, of standing in a room full of color and craftsmanship built, every time, with someone younger in mind.

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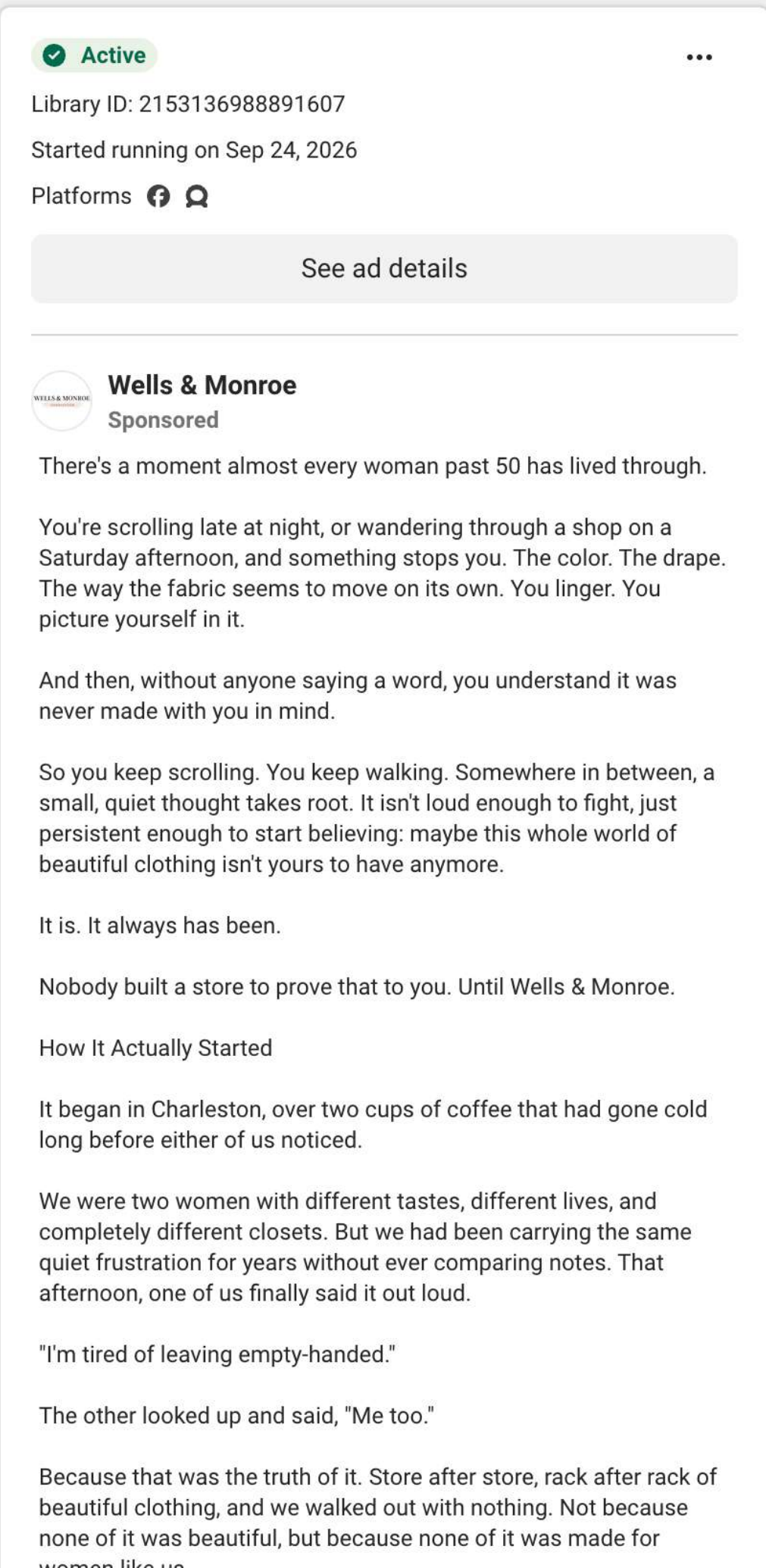

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Library ID: 2153136988891607
Started running on Sep 24, 2026
Platforms

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So you keep scrolling. You keep walking. Somewhere in between, a small, quiet thought takes root. It isn't loud enough to fight, just persistent enough to start believing: maybe this whole world of beautiful clothing isn't yours to have anymore.

It is. It always has been.

Nobody built a store to prove that to you. Until Wells & Monroe.

How It Actually Started

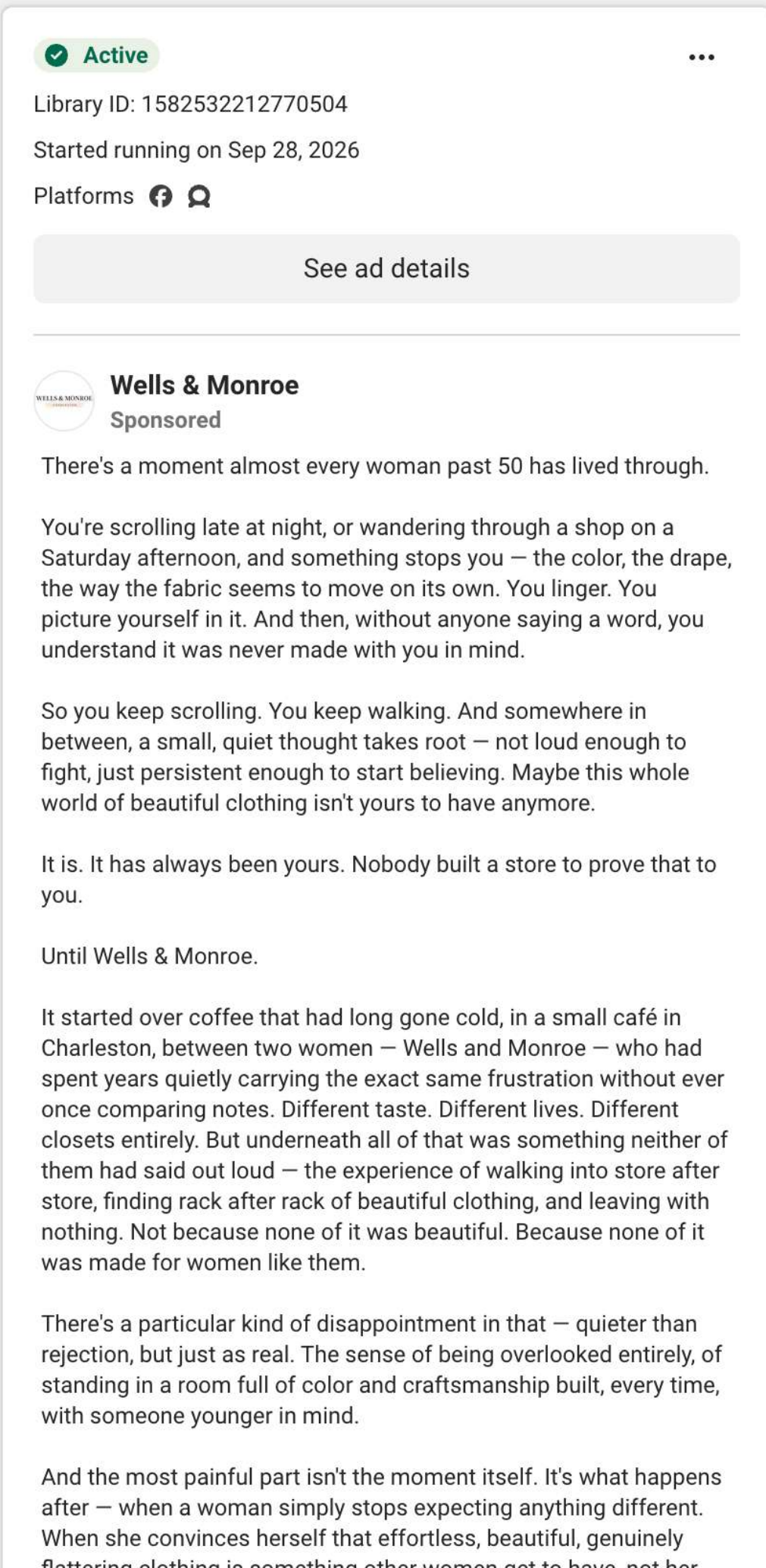
It began in Charleston, over two cups of coffee that had gone cold long before either of us noticed.

We were two women with different tastes, different lives, and completely different closets. But we had been carrying the same quiet frustration for years without ever comparing notes. That afternoon, one of us finally said it out loud.

"I'm tired of leaving empty-handed."

The other looked up and said, "Me too."

Because that was the truth of it. Store after store, rack after rack of beautiful clothing, and we walked out with nothing. Not because none of it was beautiful, but because none of it was made for



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It started over coffee that had long gone cold, in a small café in Charleston, between two women — Wells and Monroe — who had spent years quietly carrying the exact same frustration without ever once comparing notes. Different taste. Different lives. Different closets entirely. But underneath all of that was something neither of them had said out loud — the experience of walking into store after store, finding rack after rack of beautiful clothing, and leaving with nothing. Not because none of it was beautiful. Because none of it was made for women like them.

There's a particular kind of disappointment in that — quieter than rejection, but just as real. The sense of being overlooked entirely, of standing in a room full of color and craftsmanship built, every time, with someone younger in mind.

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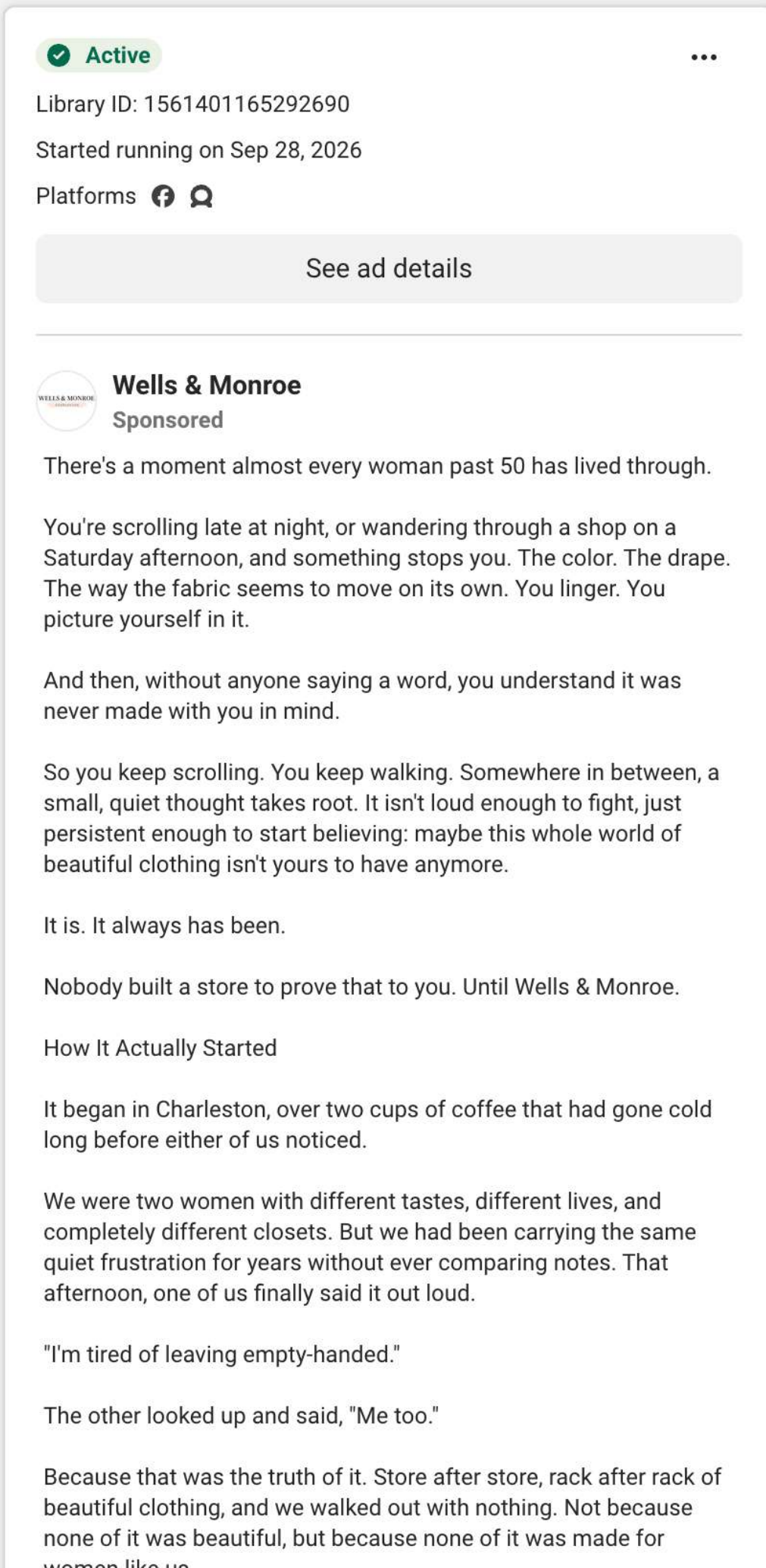

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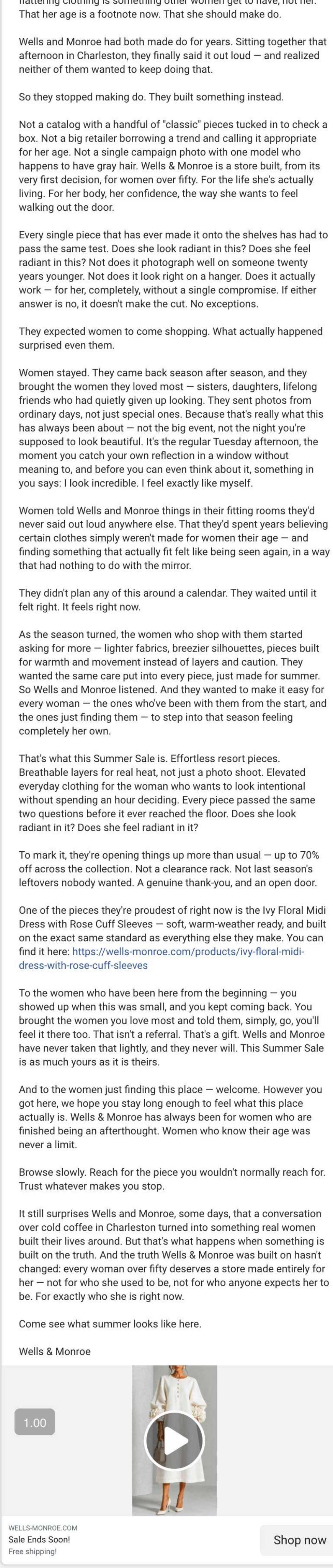

That her age is a footnote now. That she should make do.

Wells and Monroe had both made do for years. Sitting together that afternoon in Charleston, they finally said it out loud — and realized neither of them wanted to keep doing that.

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Every single piece that has ever made it onto the shelves has had to pass the same test. Does she look radiant in this? Does she feel radiant in this? Not does it photograph well on someone twenty years younger. Not does it look right on a hanger. Does it actually work — for her, completely, without a single compromise. If either answer is no, it doesn't make the cut. No exceptions.

They expected women to come shopping. What actually happened surprised even them.

Women stayed. They came back season after season, and they brought the women they loved most — sisters, daughters, lifelong friends who had quietly given up looking. They sent photos from ordinary days, not just special ones. Because that's really what this has always been about — not the big event, not the night you're supposed to look beautiful. It's the regular Tuesday afternoon, the moment you catch your own reflection in a window without meaning to, and before you can even think about it, something in you says: I look incredible. I feel exactly like myself.

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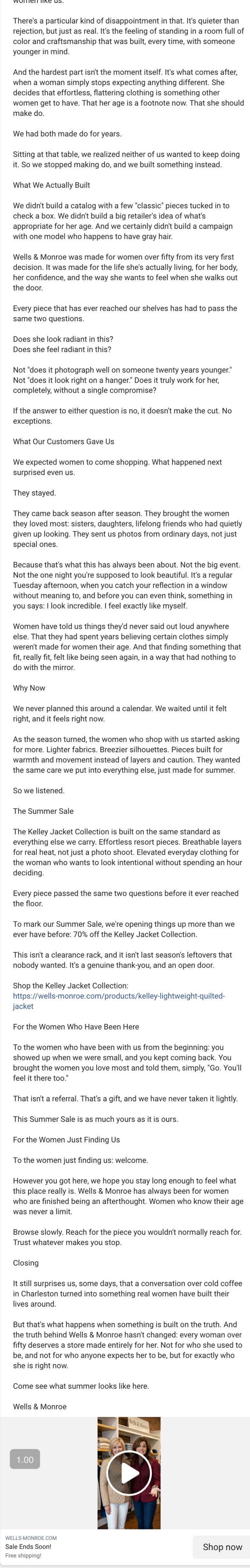

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https://wells-monroe.com/products/kelley-lightweight-quilted-jacket

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For the Women Just Finding Us

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However you got here, we hope you stay long enough to feel what this place really is. Wells & Monroe has always been for women who are finished being an afterthought. Women who know their age was never a limit.

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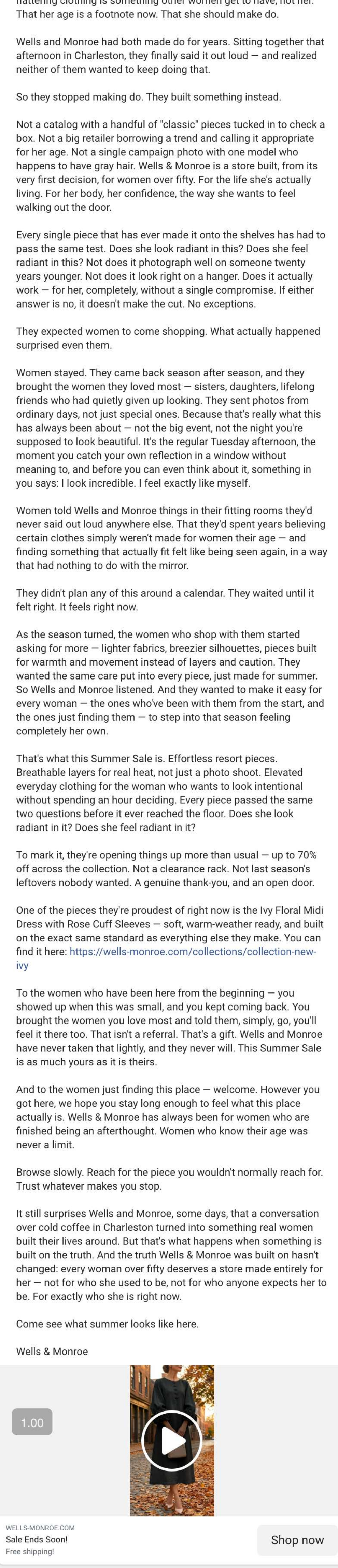

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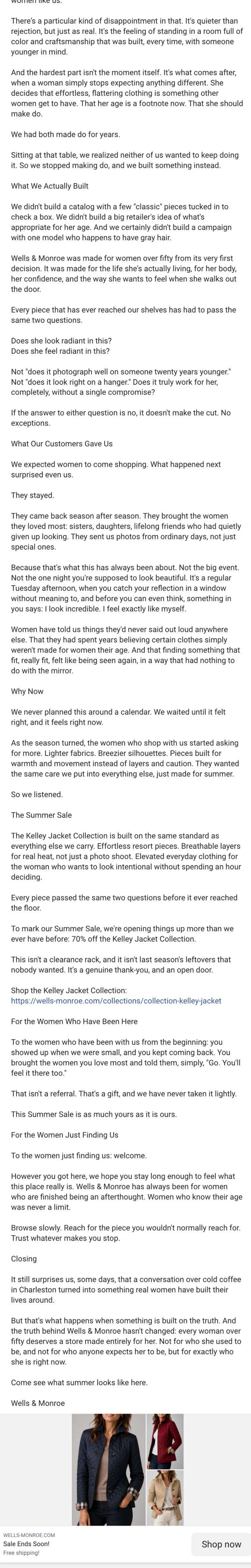

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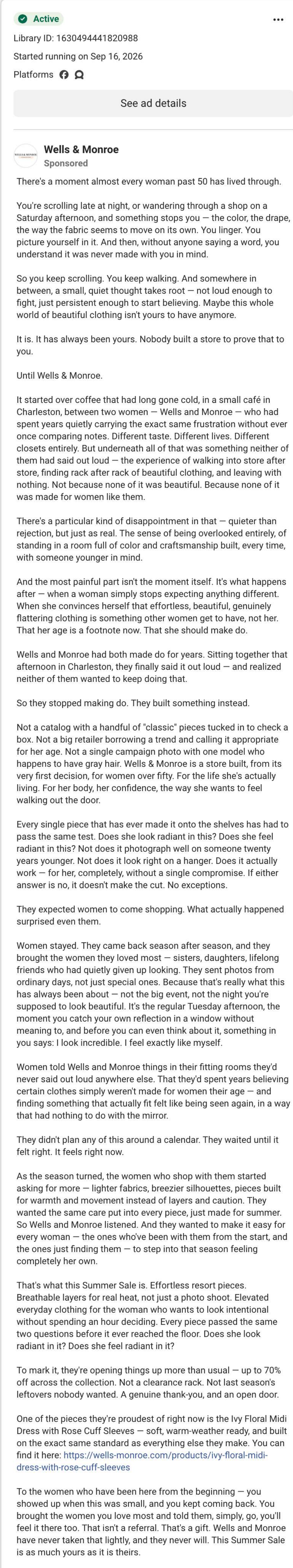

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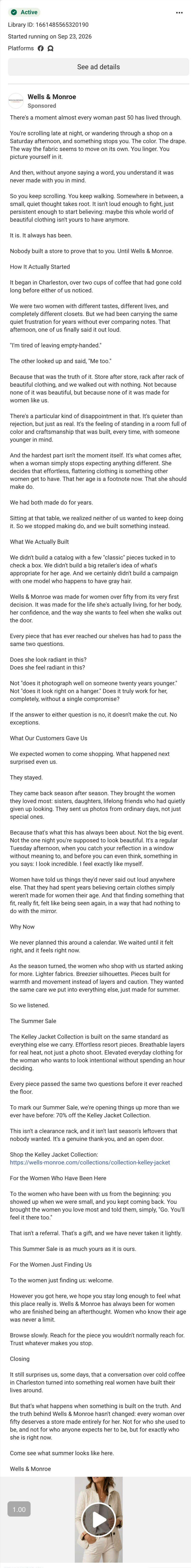

Active
Library ID: 1661485565320190
Started running on Sep 23, 2026
Platforms

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"I'm tired of leaving empty-handed."

The other looked up and said, "Me too."

Because that was the truth of it. Store after store, rack after rack of beautiful clothing, and we walked out with nothing. Not because none of it was beautiful, but because none of it was made for women like us.

There's a particular kind of disappointment in that. It's quieter than rejection, but just as real. It's the feeling of standing in a room full of color and craftsmanship that was built, every time, with someone younger in mind.

And the hardest part isn't the moment itself. It's what comes after, when a woman simply stops expecting anything different. She decides that effortless, flattering clothing is something other women get to have. That her age is a footnote now. That she should make do.

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Sitting at that table, we realized neither of us wanted to keep doing it. So we stopped making do, and we built something instead.

What We Actually Built

We didn't build a catalog with a few "classic" pieces tucked in to check a box. We didn't build a big retailer's idea of what's appropriate for her age. And we certainly didn't build a campaign with one model who happens to have gray hair.

Wells & Monroe was made for women over fifty from its very first decision. It was made for the life she's actually living, for her body, her confidence, and the way she wants to feel when she walks out the door.

Every piece that has ever reached our shelves has had to pass the same two questions.

Does she look radiant in this?
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Not "does it photograph well on someone twenty years younger." Not "does it look right on a hanger." Does it truly work for her, completely, without a single compromise?

If the answer to either question is no, it doesn't make the cut. No exceptions.

What Our Customers Gave Us

We expected women to come shopping. What happened next surprised even us.

They stayed.

They came back season after season. They brought the women they loved most: sisters, daughters, lifelong friends who had quietly given up looking. They sent us photos from ordinary days, not just special ones.

Because that's what this has always been about. Not the big event. Not the one night you're supposed to look beautiful. It's a regular Tuesday afternoon, when you catch your reflection in a window without meaning to, and before you can even think, something in you says: I look incredible. I feel exactly like myself.

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Shop the Kelley Jacket Collection:
https://wells-monroe.com/collections/collection-kelley-jacket

For the Women Who Have Been Here

To the women who have been with us from the beginning: you showed up when we were small, and you kept coming back. You brought the women you love most and told them, simply, "Go. You'll feel it there too."

That isn't a referral. That's a gift, and we have never taken it lightly.

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For the Women Just Finding Us

To the women just finding us: welcome.

However you got here, we hope you stay long enough to feel what this place really is. Wells & Monroe has always been for women who are finished being an afterthought. Women who know their age was never a limit.

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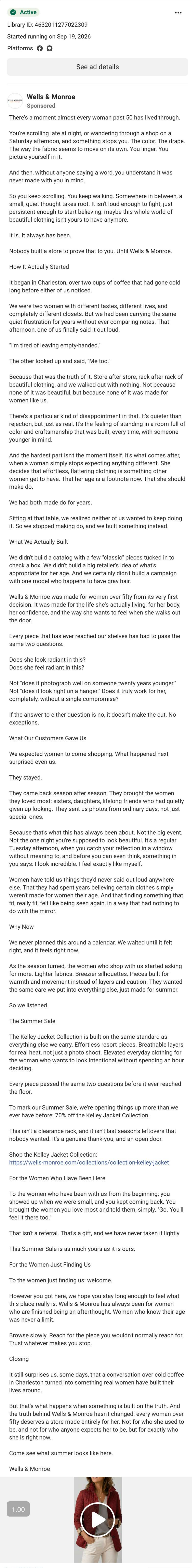

Active
Library ID: 4632011277022309
Started running on Sep 19, 2026
Platforms

Wells & Monroe
Sponsored

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So you keep scrolling. You keep walking. Somewhere in between, a small, quiet thought takes root. It isn't loud enough to fight, just persistent enough to start believing: maybe this whole world of beautiful clothing isn't yours to have anymore.

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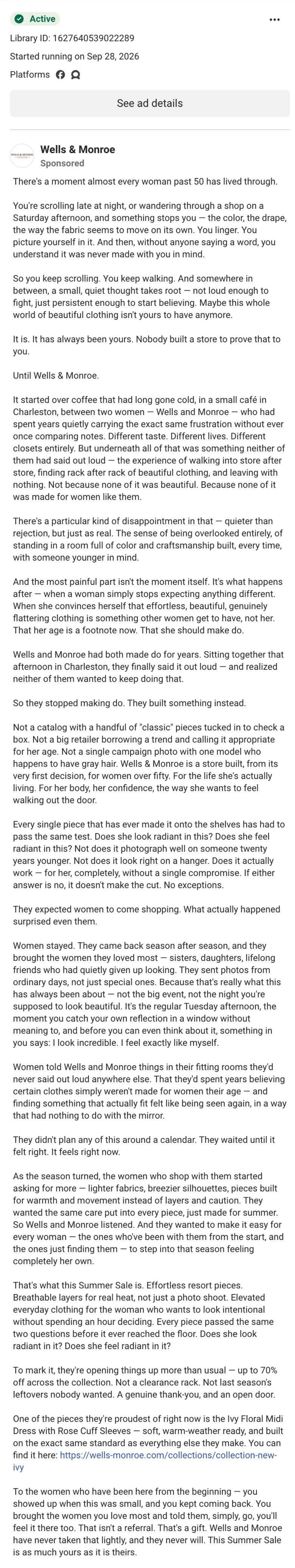

Active
Library ID: 1627640539022289
Started running on Sep 28, 2026
Platforms

Wells & Monroe
Sponsored

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They didn't plan any of this around a calendar. They waited until it felt right. It feels right now.

As the season turned, the women who shop with them started asking for more — lighter fabrics, breezier silhouettes, pieces built for warmth and movement instead of layers and caution. They wanted the same care put into every piece, just made for summer. So Wells and Monroe listened. And they wanted to make it easy for every woman — the ones who've been with them from the start, and the ones just finding them — to step into that season feeling completely her own.

That's what this Summer Sale is. Effortless resort pieces. Breathable layers for real heat, not just a photo shoot. Elevated everyday clothing for the woman who wants to look intentional without spending an hour deciding. Every piece passed the same two questions before it ever reached the floor. Does she look radiant in it? Does she feel radiant in it?

To mark it, they're opening things up more than usual — up to 70% off across the collection. Not a clearance rack. Not last season's leftovers nobody wanted. A genuine thank-you, and an open door.

One of the pieces they're proudest of right now is the Ivy Floral Midi Dress with Rose Cuff Sleeves — soft, warm-weather ready, and built on the exact same standard as everything else they make. You can find it here: https://wells-monroe.com/collections/collection-new-ivy

To the women who have been here from the beginning — you showed up when this was small, and you kept coming back. You brought the women you love most and told them, simply, go, you'll feel it there too. That isn't a referral. That's a gift. Wells and Monroe have never taken that lightly, and they never will. This Summer Sale is as much yours as it is theirs.

And to the women just finding this place — welcome. However you got here, we hope you stay long enough to feel what this place actually is. Wells & Monroe has always been for women who are finished being an afterthought. Women who know their age was never a limit.

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Wells & Monroe

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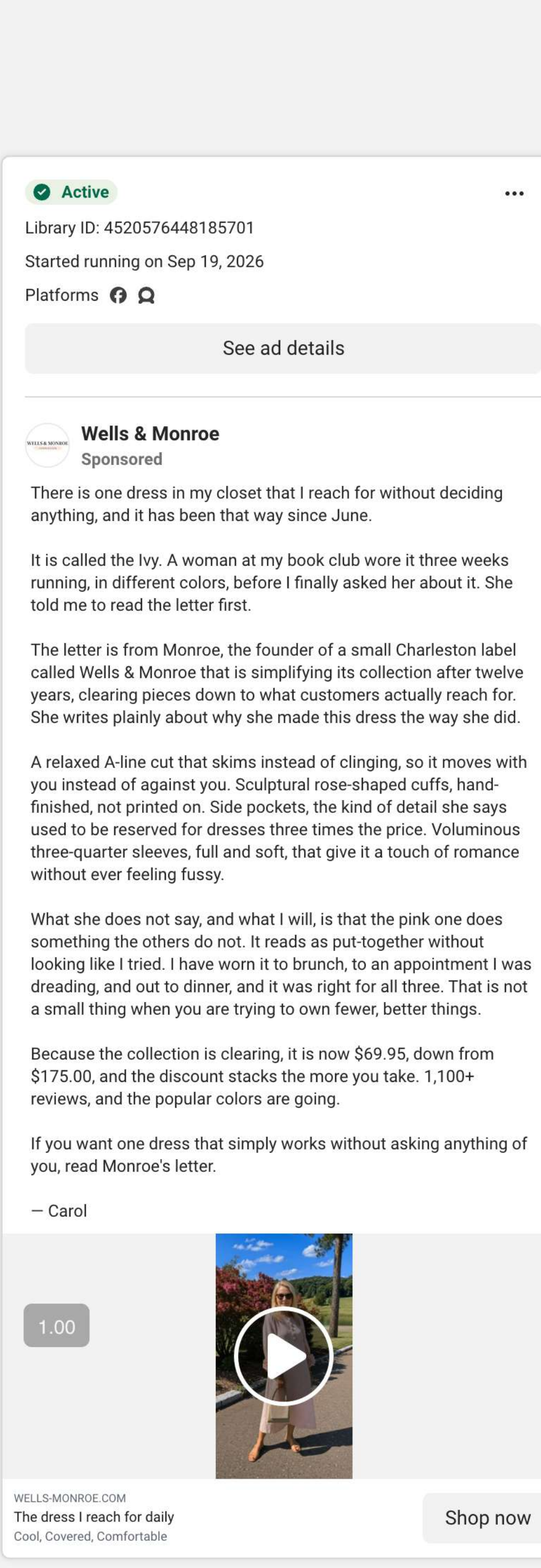


Active
Library ID: 4520576448185701
Started running on Sep 19, 2026
Platforms

Wells & Monroe
Sponsored

There is one dress in my closet that I reach for without deciding anything, and it has been that way since June.

It is called the Ivy. A woman at my book club wore it three weeks running, in different colors, before I finally asked her about it. She told me to read the letter first.

The letter is from Monroe, the founder of a small Charleston label called Wells & Monroe that is simplifying its collection after twelve years, clearing pieces down to what customers actually reach for. She writes plainly about why she made this dress the way she did.

A relaxed A-line cut that skims instead of clinging, so it moves with you instead of against you. Sculptural rose-shaped cuffs, hand-finished, not printed on. Side pockets, the kind of detail she says used to be reserved for dresses three times the price. Voluminous three-quarter sleeves, full and soft, that give it a touch of romance without ever feeling fussy.

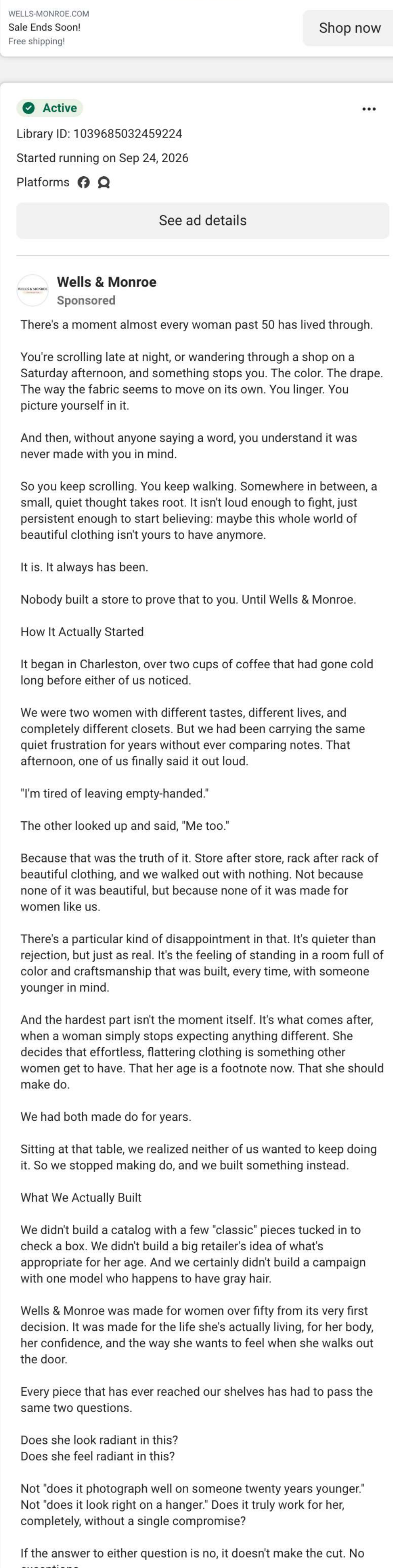
What she does not say, and what I will, is that the pink one does something the others do not. It reads as put-together without looking like I tried. I have worn it to brunch, to an appointment I was dreading, and out to dinner, and it was right for all three. That is not a small thing when you are trying to own fewer, better things.

Because the collection is clearing, it is now $69.95, down from $175.00, and the discount stacks the more you take. 1,100+ reviews, and the popular colors are going.

If you want one dress that simply works without asking anything of you, read Monroe's letter.

— Carol

WELLS-MONROE.COM
The dress I reach for daily
Cool, Covered, Comfortable



Active
Library ID: 1039685032459224
Started running on Sep 24, 2026
Platforms

Wells & Monroe
Sponsored

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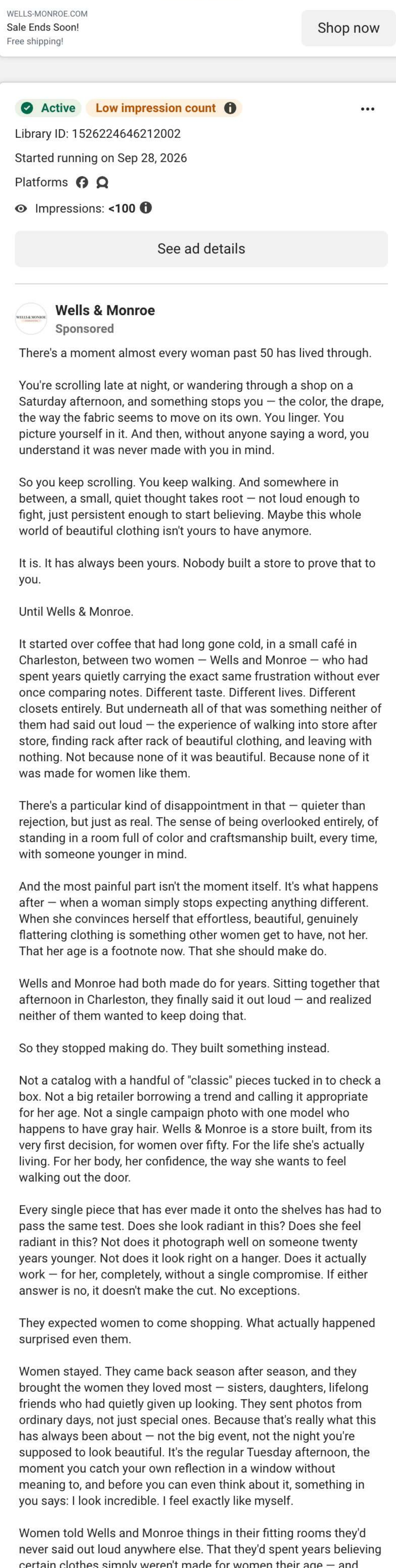

Active Low impression count
Library ID: 1526224646212002
Started running on Sep 28, 2026
Platforms
Impressions: <100

Wells & Monroe
Sponsored

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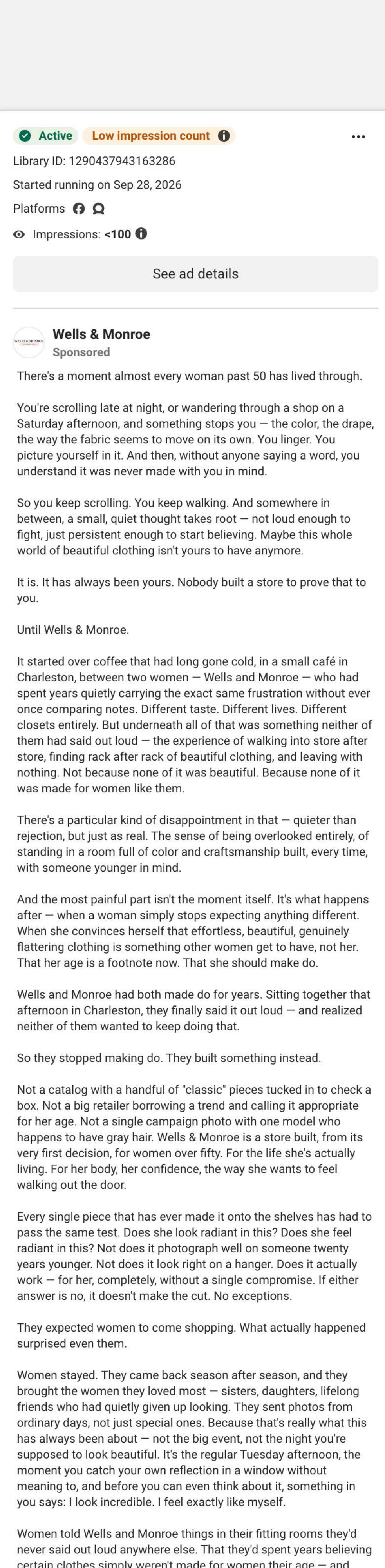

Active Low impression count
Library ID: 1290437943163286
Started running on Sep 28, 2026
Platforms
Impressions: <100

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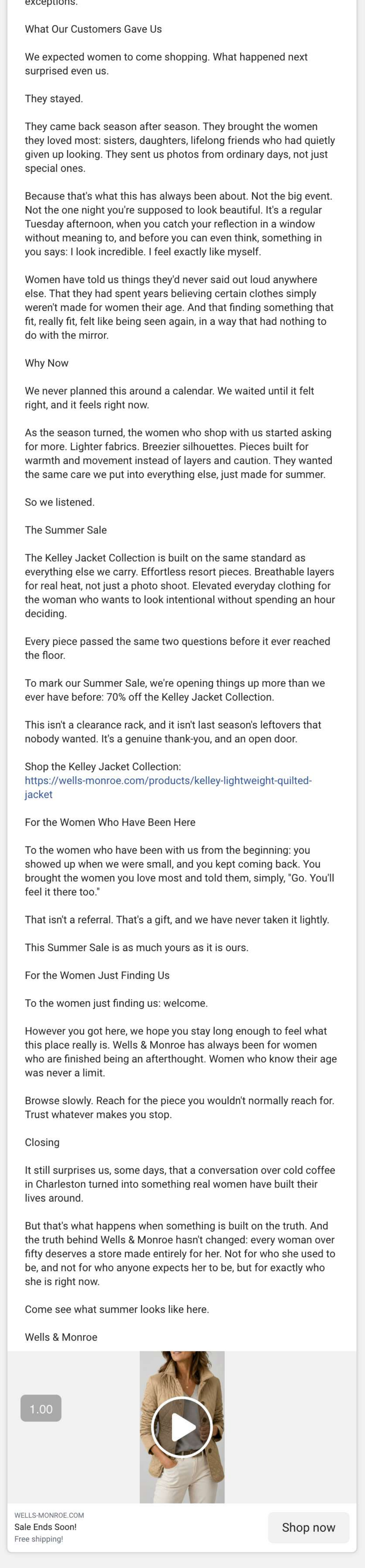

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So we listened.

The Summer Sale

The Kelley Jacket Collection is built on the same standard as everything else we carry. Effortless resort pieces. Breathable layers for real heat, not just a photo shoot. Elevated everyday clothing for the woman who wants to look intentional without spending an hour deciding.

Every piece passed the same two questions before it ever reached the floor.

To mark our Summer Sale, we're opening things up more than we ever have before: 70% off the Kelley Jacket Collection.

This isn't a clearance rack, and it isn't last season's leftovers that nobody wanted. It's a genuine thank-you, and an open door.

Shop the Kelley Jacket Collection:
https://wells-monroe.com/products/kelley-lightweight-quilted-jacket

For the Women Who Have Been Here

To the women who have been with us from the beginning: you showed up when we were small, and you kept coming back. You brought the women you love most and told them, simply, "Go. You'll feel it there too."

That isn't a referral. That's a gift, and we have never taken it lightly.

This Summer Sale is as much yours as it is ours.

For the Women Just Finding Us

To the women just finding us: welcome.

However you got here, we hope you stay long enough to feel what this place really is. Wells & Monroe has always been for women who are finished being an afterthought. Women who know their age was never a limit.

Browse slowly. Reach for the piece you wouldn't normally reach for. Trust whatever makes you stop.

Closing

It still surprises us, some days, that a conversation over cold coffee in Charleston turned into something real women have built their lives around.

But that's what happens when something is built on the truth. And the truth behind Wells & Monroe hasn't changed: every woman over fifty deserves a store made entirely for her. Not for who she used to be, and not for who anyone expects her to be, but for exactly who she is right now.

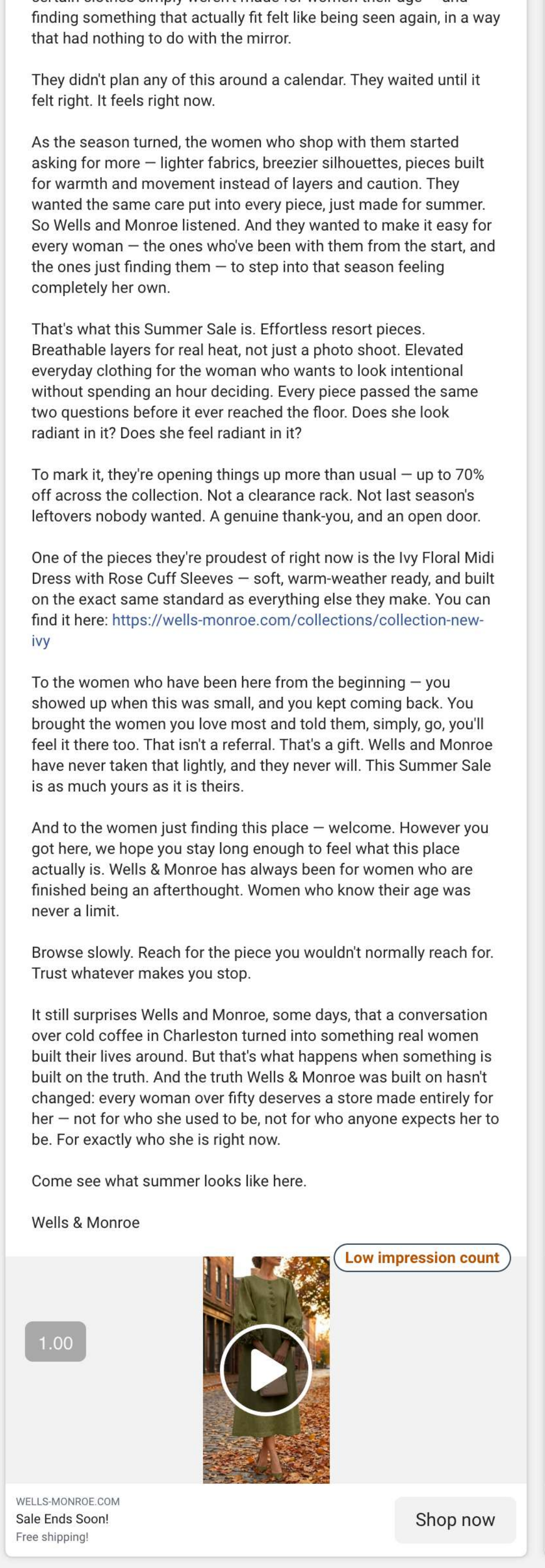
Come see what summer looks like here.

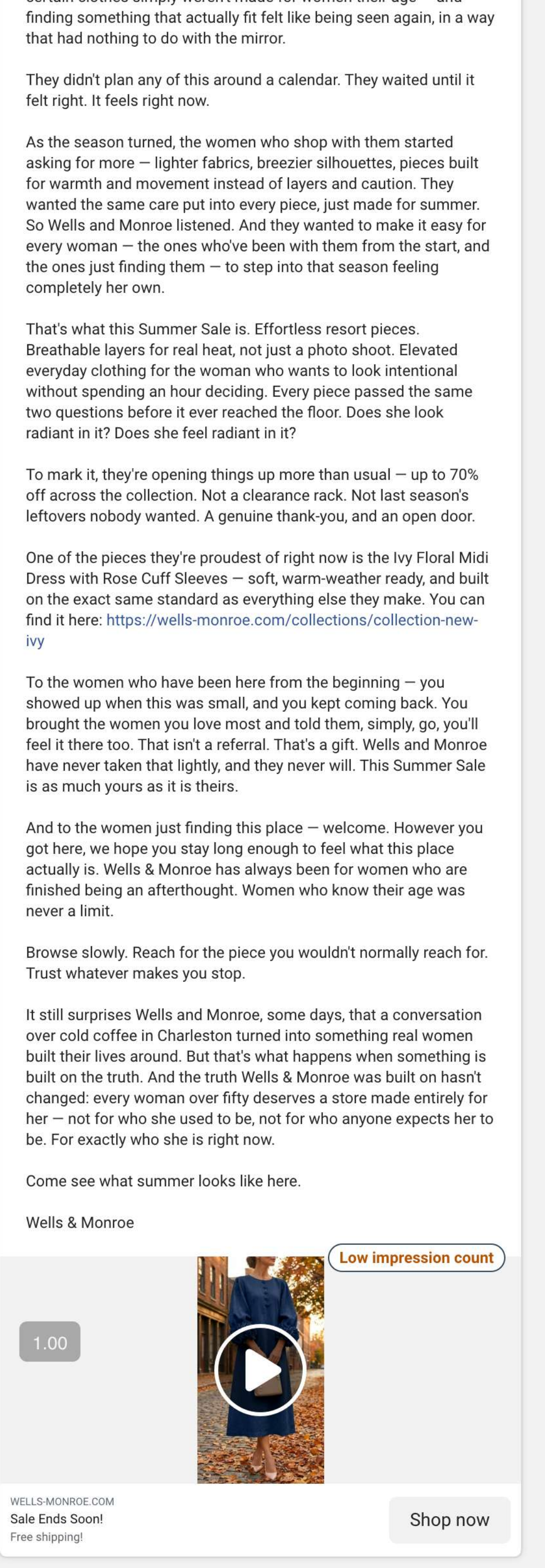
Wells & Monroe

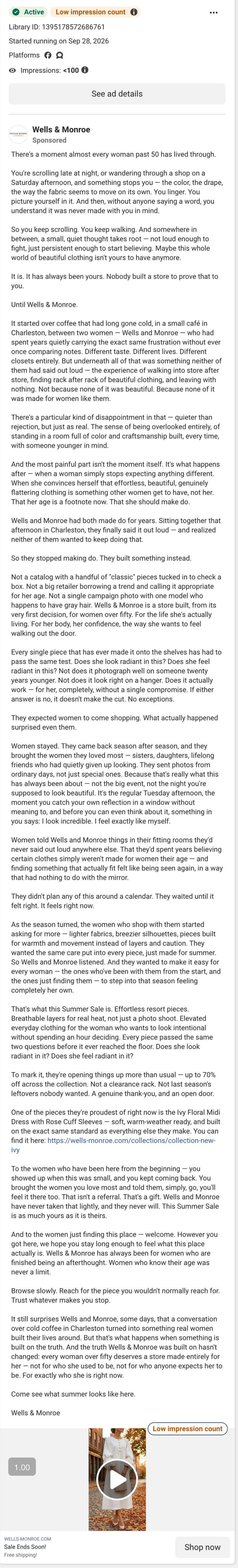
1.00

WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!

Shop now







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Library ID: 1395178572686761
Started running on Sep 28, 2026
Platforms
Impressions: <100

See ad details

Wells & Monroe
Sponsored

There's a moment almost every woman past 50 has lived through.

You're scrolling late at night, or wandering through a shop on a Saturday afternoon, and something stops you — the color, the drape, the way the fabric seems to move on its own. You linger. You picture yourself in it. And then, without anyone saying a word, you understand it was never made with you in mind.

So you keep scrolling. You keep walking. And somewhere in between, a small, quiet thought takes root — not loud enough to fight, just persistent enough to start believing. Maybe this whole world of beautiful clothing isn't yours to have anymore.

It is. It has always been yours. Nobody built a store to prove that to you.

Until Wells & Monroe.

It started over coffee that had long gone cold, in a small café in Charleston, between two women — Wells and Monroe — who had spent years quietly carrying the exact same frustration without ever once comparing notes. Different taste. Different lives. Different closets entirely. But underneath all of that was something neither of them had said out loud — the experience of walking into store after store, finding rack after rack of beautiful clothing, and leaving with nothing. Not because none of it was beautiful. Because none of it was made for women like them.

There's a particular kind of disappointment in that — quieter than rejection, but just as real. The sense of being overlooked entirely, of standing in a room full of color and craftsmanship built, every time, with someone younger in mind.

And the most painful part isn't the moment itself. It's what happens after — when a woman simply stops expecting anything different. When she convinces herself that effortless, beautiful, genuinely flattering clothing is something other women get to have, not her. That her age is a footnote now. That she should make do.

Wells and Monroe had both made do for years. Sitting together that afternoon in Charleston, they finally said it out loud — and realized neither of them wanted to keep doing that.

So they stopped making do. They built something instead.

Not a catalog with a handful of "classic" pieces tucked in to check a box. Not a big retailer borrowing a trend and calling it appropriate for her age. Not a single campaign photo with one model who happens to have gray hair. Wells & Monroe is a store built, from its very first decision, for women over fifty. For the life she's actually living. For her body, her confidence, the way she wants to feel walking out the door.

Every single piece that has ever made it onto the shelves has had to pass the same test. Does she look radiant in this? Does she feel radiant in this? Not does it photograph well on someone twenty years younger. Not does it look right on a hanger. Does it actually work — for her, completely, without a single compromise. If either answer is no, it doesn't make the cut. No exceptions.

They expected women to come shopping. What actually happened surprised even them.

Women stayed. They came back season after season, and they brought the women they loved most — sisters, daughters, lifelong friends who had quietly given up looking. They sent photos from ordinary days, not just special ones. Because that's really what this has always been about — not the big event, not the night you're supposed to look beautiful. It's the regular Tuesday afternoon, the moment you catch your own reflection in a window without meaning to, and before you can even think about it, something in you says: I look incredible. I feel exactly like myself.

Women told Wells and Monroe things in their fitting rooms they'd never said out loud anywhere else. That they'd spent years believing certain clothes simply weren't made for women their age — and finding something that actually fit felt like being seen again, in a way that had nothing to do with the mirror.

They didn't plan any of this around a calendar. They waited until it felt right. It feels right now.

As the season turned, the women who shop with them started asking for more — lighter fabrics, breezier silhouettes, pieces built for warmth and movement instead of layers and caution. They wanted the same care put into every piece, just made for summer. So Wells and Monroe listened. And they wanted to make it easy for every woman — the ones who've been with them from the start, and the ones just finding them — to step into that season feeling completely her own.

That's what this Summer Sale is. Effortless resort pieces. Breathable layers for real heat, not just a photo shoot. Elevated everyday clothing for the woman who wants to look intentional without spending an hour deciding. Every piece passed the same two questions before it ever reached the floor. Does she look radiant in it? Does she feel radiant in it?

To mark it, they're opening things up more than usual — up to 70% off across the collection. Not a clearance rack. Not last season's leftovers nobody wanted. A genuine thank-you, and an open door.

One of the pieces they're proudest of right now is the Ivy Floral Midi Dress with Rose Cuff Sleeves — soft, warm-weather ready, and built on the exact same standard as everything else they make. You can find it here: https://wells-monroe.com/collections/collection-new-ivy

To the women who have been here from the beginning — you showed up when this was small, and you kept coming back. You brought the women you love most and told them, simply, go, you'll feel it there too. That isn't a referral. That's a gift. Wells and Monroe have never taken that lightly, and they never will. This Summer Sale is as much yours as it is theirs.

And to the women just finding this place — welcome. However you got here, we hope you stay long enough to feel what this place actually is. Wells & Monroe has always been for women who are finished being an afterthought. Women who know their age was never a limit.

Browse slowly. Reach for the piece you wouldn't normally reach for. Trust whatever makes you stop.

It still surprises Wells and Monroe, some days, that a conversation over cold coffee in Charleston turned into something real women built their lives around. But that's what happens when something is built on the truth. And the truth Wells & Monroe was built on hasn't changed: every woman over fifty deserves a store made entirely for her — not for who she used to be, not for who anyone expects her to be. For exactly who she is right now.

Come see what summer looks like here.

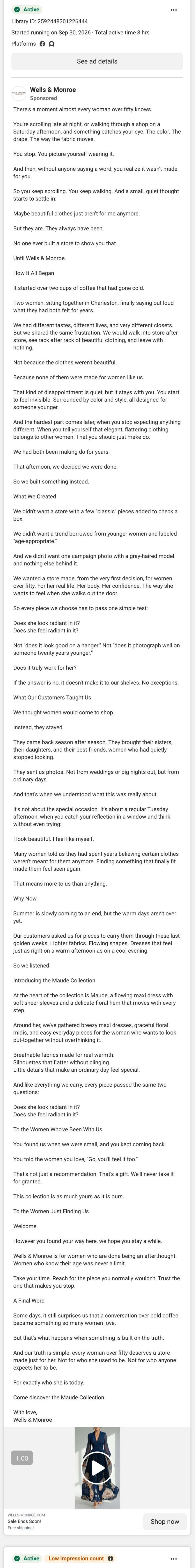
Wells & Monroe

Low impression count

1.00

WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!

Shop now



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Library ID: 2592448301226444
Started running on Sep 30, 2026 · Total active time 8 hrs
Platforms

See ad details

Wells & Monroe
Sponsored

There's a moment almost every woman over fifty knows.

You're scrolling late at night, or walking through a shop on a Saturday afternoon, and something catches your eye. The color. The drape. The way the fabric moves.

You stop. You picture yourself wearing it.

And then, without anyone saying a word, you realize it wasn't made for you.

So you keep scrolling. You keep walking. And a small, quiet thought starts to settle in:

Maybe beautiful clothes just aren't for me anymore.

But they are. They always have been.

No one ever built a store to show you that.

Until Wells & Monroe.

How It All Began

It started over two cups of coffee that had gone cold.

Two women, sitting together in Charleston, finally saying out loud what they had both felt for years.

We had different tastes, different lives, and very different closets. But we shared the same frustration. We would walk into store after store, see rack after rack of beautiful clothing, and leave with nothing.

Not because the clothes weren't beautiful.

Because none of them were made for women like us.

That kind of disappointment is quiet, but it stays with you. You start to feel invisible. Surrounded by color and style, all designed for someone younger.

And the hardest part comes later, when you stop expecting anything different. When you tell yourself that elegant, flattering clothing belongs to other women. That you should just make do.

We had both been making do for years.

That afternoon, we decided we were done.

So we built something instead.

What We Created

We didn't want a store with a few "classic" pieces added to check a box.

We didn't want a trend borrowed from younger women and labeled "age-appropriate."

And we didn't want one campaign photo with a gray-haired model and nothing else behind it.

We wanted a store made, from the very first decision, for women over fifty. For her real life. Her body. Her confidence. The way she wants to feel when she walks out the door.

So every piece we choose has to pass one simple test:

Does she look radiant in it?
Does she feel radiant in it?

Not "does it look good on a hanger." Not "does it photograph well on someone twenty years younger."

Does it truly work for her?

If the answer is no, it doesn't make it to our shelves. No exceptions.

What Our Customers Taught Us

We thought women would come to shop.

Instead, they stayed.

They came back season after season. They brought their sisters, their daughters, and their best friends, women who had quietly stopped looking.

They sent us photos. Not from weddings or big nights out, but from ordinary days.

And that's when we understood what this was really about.

It's not about the special occasion. It's about a regular Tuesday afternoon, when you catch your reflection in a window and think, without even trying:

I look beautiful. I feel like myself.

Many women told us they had spent years believing certain clothes weren't meant for them anymore. Finding something that finally fit made them feel seen again.

That means more to us than anything.

Why Now

Summer is slowly coming to an end, but the warm days aren't over yet.

Our customers asked us for pieces to carry them through these last golden weeks. Lighter fabrics. Flowing shapes. Dresses that feel just as right on a warm afternoon as on a cool evening.

So we listened.

Introducing the Maude Collection

At the heart of the collection is Maude, a flowing maxi dress with soft sheer sleeves and a delicate floral hem that moves with every step.

Around her, we've gathered breezy maxi dresses, graceful floral midis, and easy everyday pieces for the woman who wants to look put-together without overthinking it.

Breathable fabrics made for real warmth.
Silhouettes that flatter without clinging.
Little details that make an ordinary day feel special.

And like everything we carry, every piece passed the same two questions:

Does she look radiant in it?
Does she feel radiant in it?

To the Women Who've Been With Us

You found us when we were small, and you kept coming back.

You told the women you love, "Go, you'll feel it too."

That's not just a recommendation. That's a gift. We'll never take it for granted.

This collection is as much yours as it is ours.

To the Women Just Finding Us

Welcome.

However you found your way here, we hope you stay a while.

Wells & Monroe is for women who are done being an afterthought. Women who know their age was never a limit.

Take your time. Reach for the piece you normally wouldn't. Trust the one that makes you stop.

A Final Word

Some days, it still surprises us that a conversation over cold coffee became something so many women love.

But that's what happens when something is built on the truth.

And our truth is simple: every woman over fifty deserves a store made just for her. Not for who she used to be. Not for who anyone expects her to be.

For exactly who she is today.

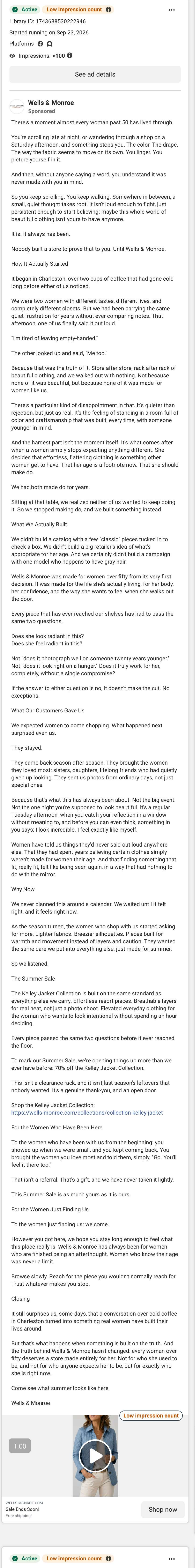
Come discover the Maude Collection.

With love,
Wells & Monroe

1.00

WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!

Shop now



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See ad details

Wells & Monroe
Sponsored

There's a moment almost every woman past 50 has lived through.

You're scrolling late at night, or wandering through a shop on a Saturday afternoon, and something stops you. The color. The drape. The way the fabric seems to move on its own. You linger. You picture yourself in it.

And then, without anyone saying a word, you understand it was never made with you in mind.

So you keep scrolling. You keep walking. Somewhere in between, a small, quiet thought takes root. It isn't loud enough to fight, just persistent enough to start believing: maybe this whole world of beautiful clothing isn't yours to have anymore.

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Low impression count

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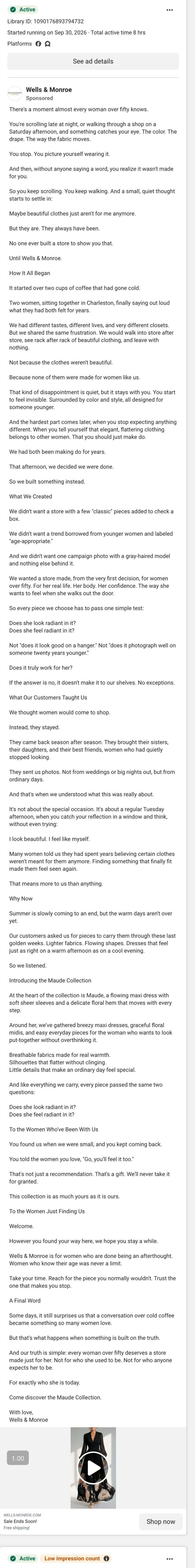

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With love,
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1.00

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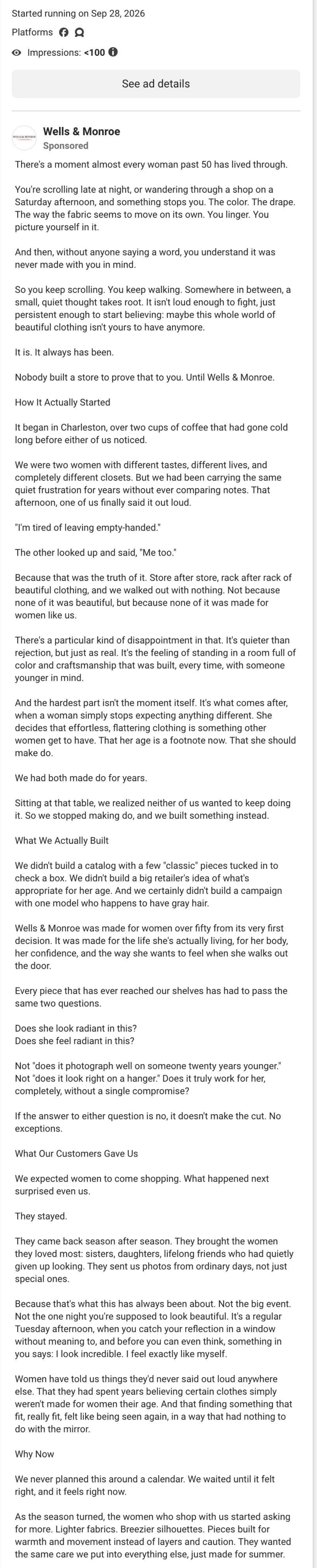

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See ad details

Wells & Monroe
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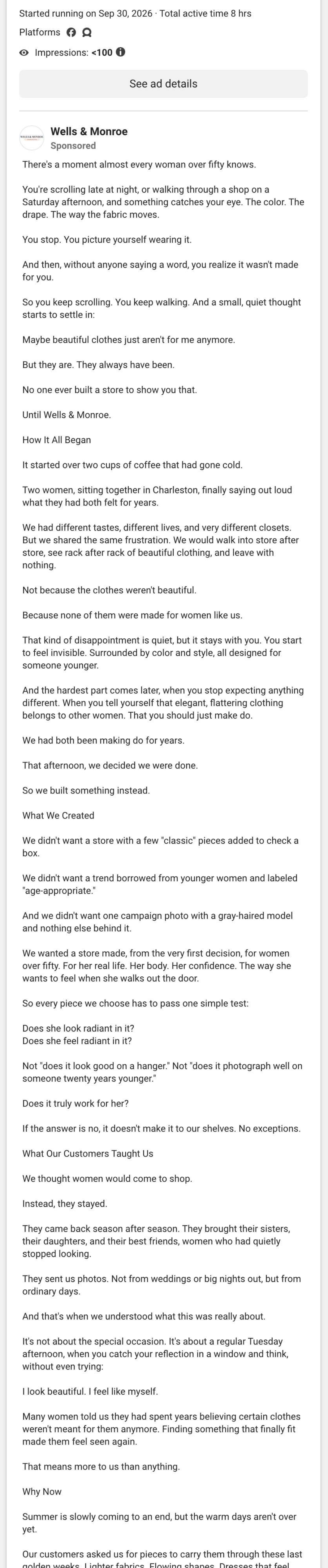
It is. It always has been.

Nobody built a store to prove that to you. Until Wells & Monroe.



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Platforms
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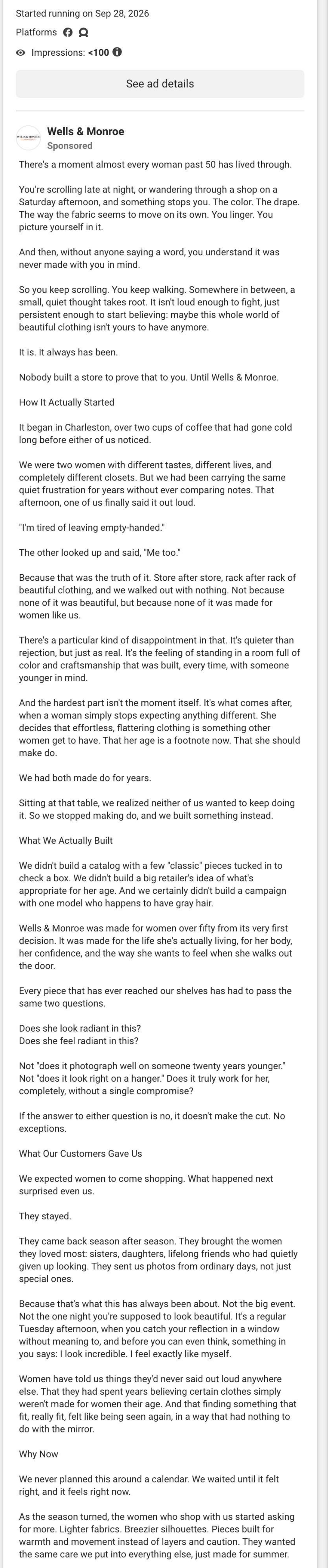

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Impressions: <100

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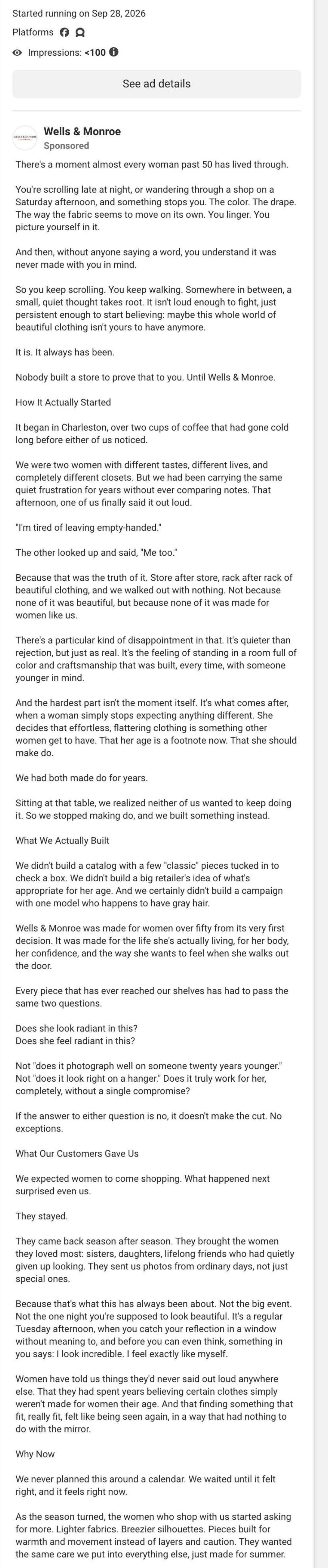

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Impressions: <100

See ad details

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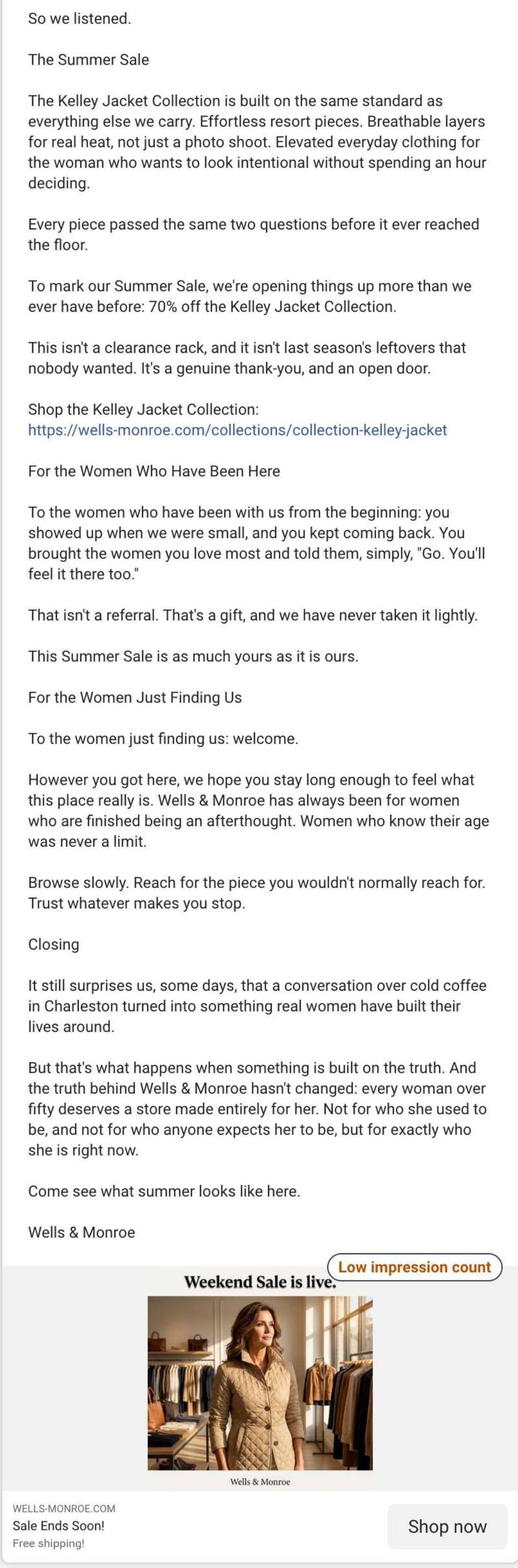

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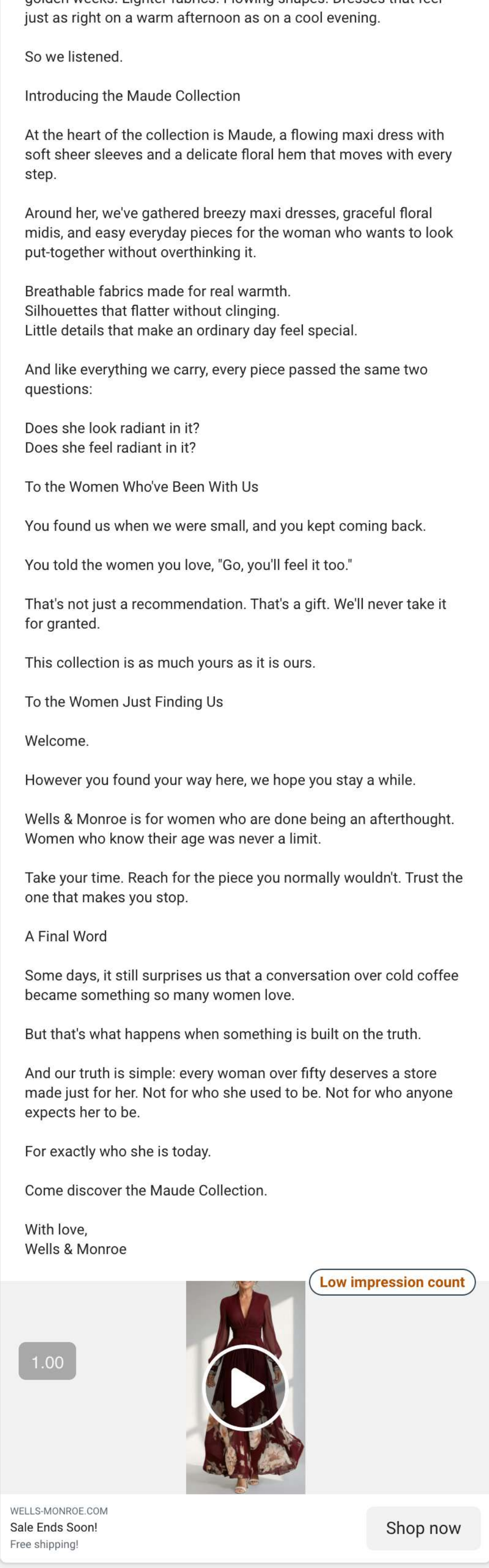

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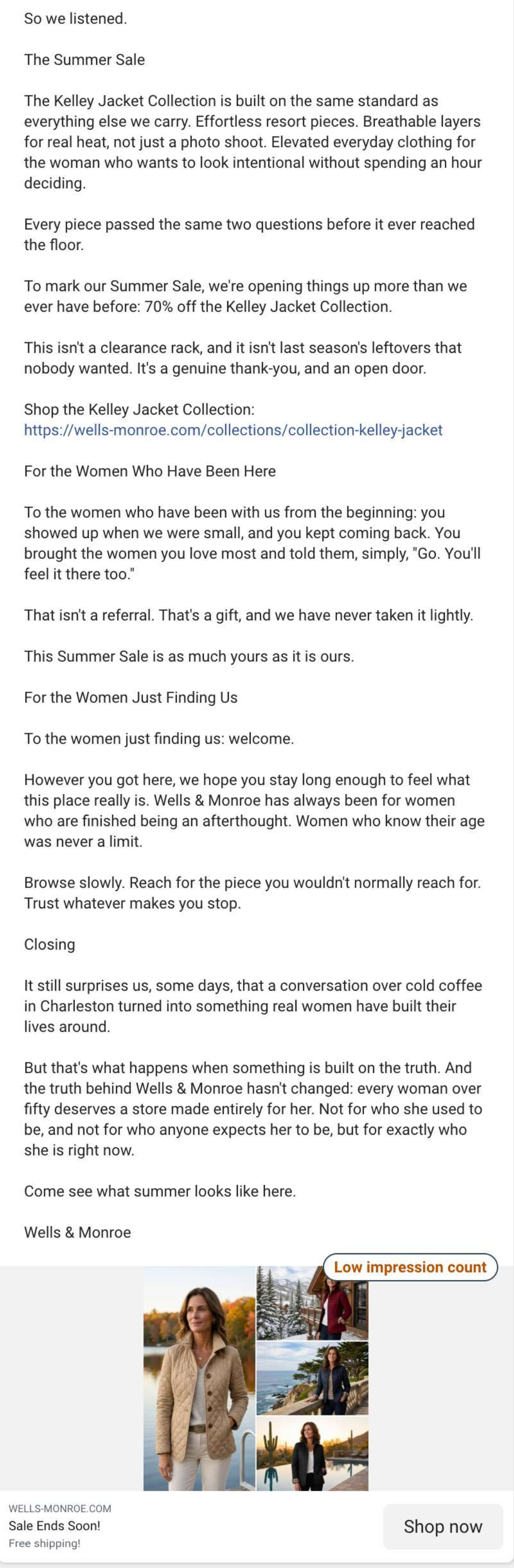

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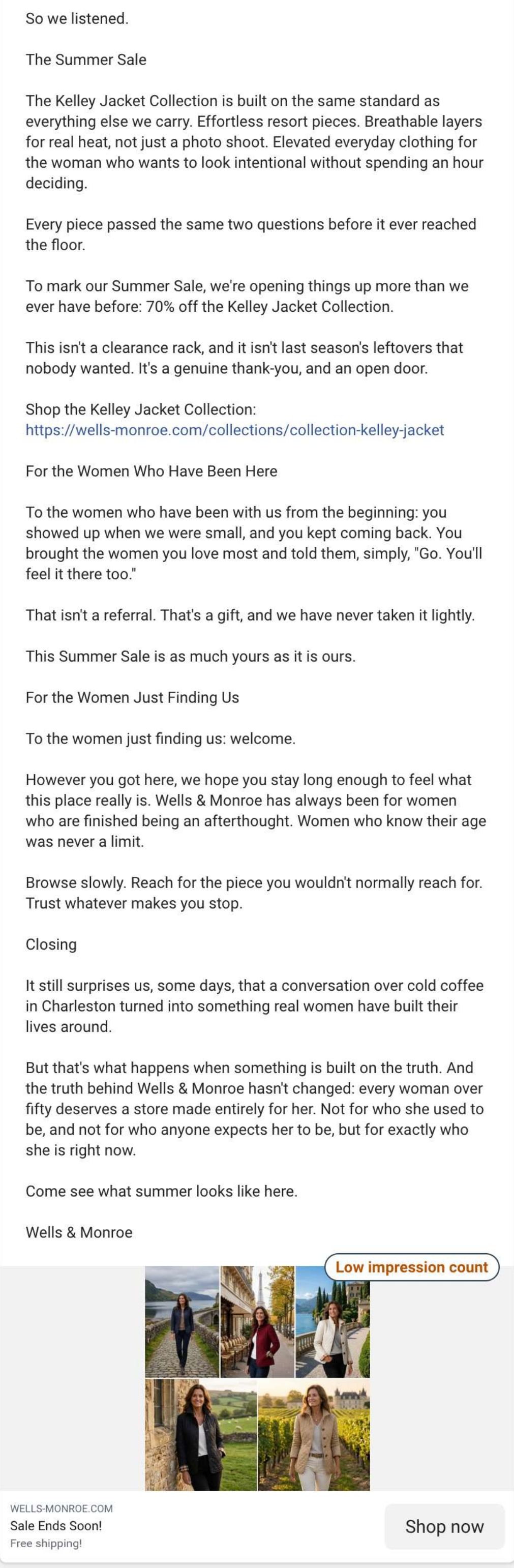

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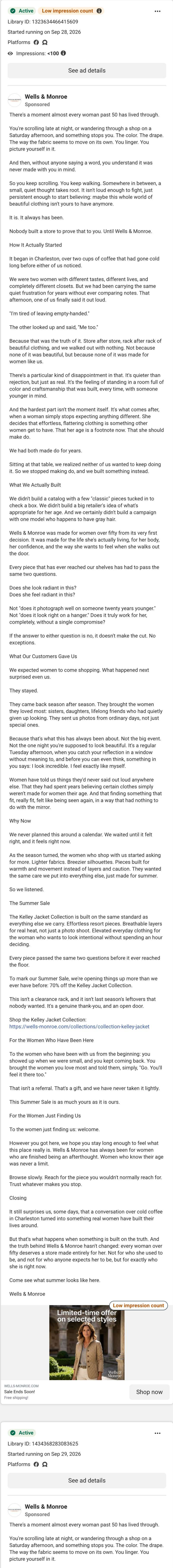
Come see what summer looks like here.

Wells & Monroe

WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!
Shop now



Active Low impression count

Library ID: 1323634466415609

Started running on Sep 28, 2026

Platforms

Impressions: <100

See ad details

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Sponsored

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And then, without anyone saying a word, you understand it was never made with you in mind.

So you keep scrolling. You keep walking. Somewhere in between, a small, quiet thought takes root. It isn't loud enough to fight, just persistent enough to start believing: maybe this whole world of beautiful clothing isn't yours to have anymore.

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We were two women with different tastes, different lives, and completely different closets. But we had been carrying the same quiet frustration for years without ever comparing notes. That afternoon, one of us finally said it out loud.

"I'm tired of leaving empty-handed."

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They stayed.

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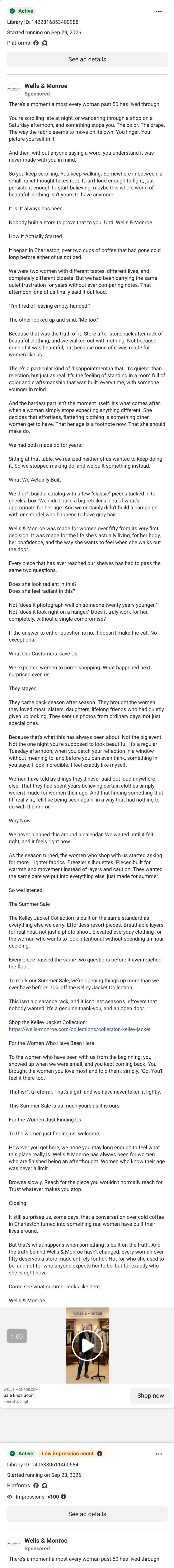

Active

Library ID: 1422816853400988

Started running on Sep 29, 2026

Platforms

See ad details

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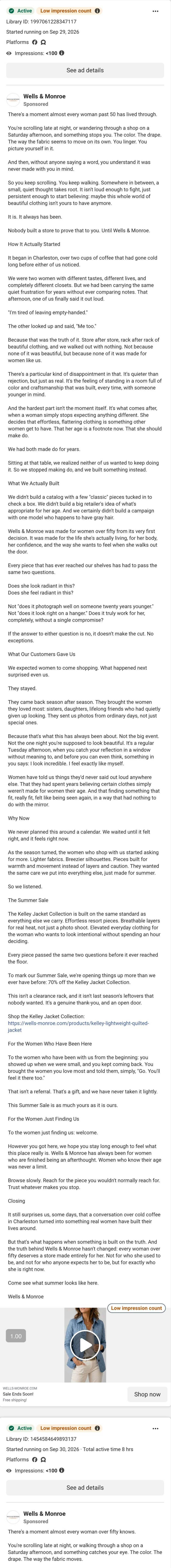

Active Low impression count

Library ID: 1997061228347117

Started running on Sep 29, 2026

Platforms

Impressions: <100

See ad details

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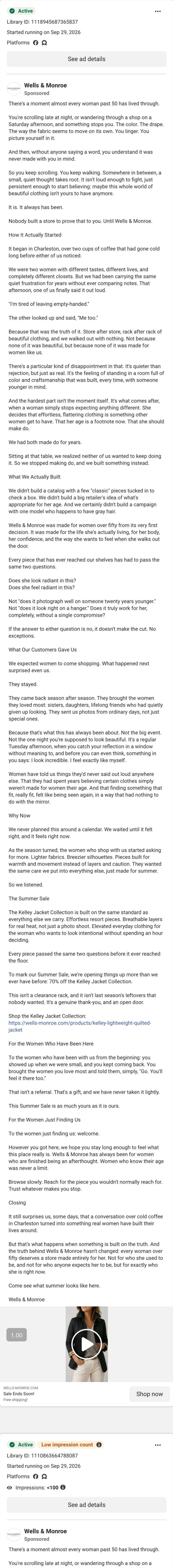

Active

Library ID: 1118945687365837

Started running on Sep 29, 2026

Platforms

See ad details

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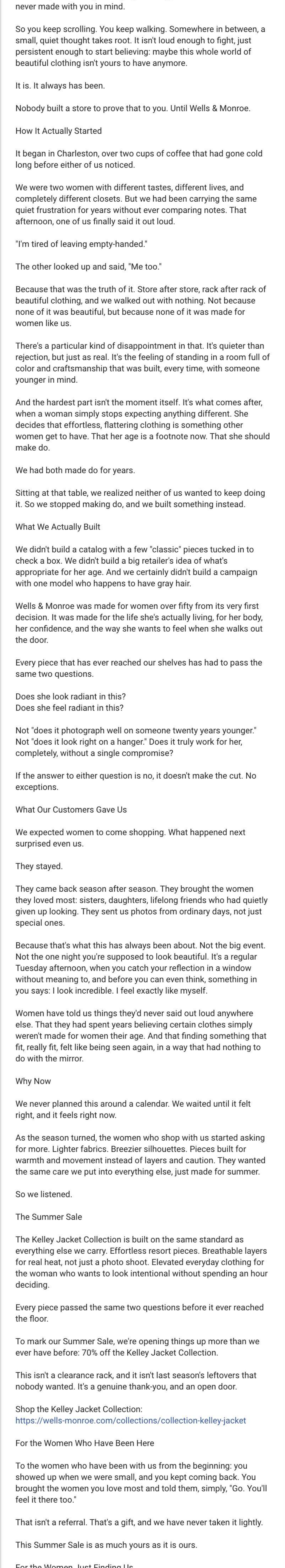

Active

Library ID: 1434368283083625

Started running on Sep 29, 2026

Platforms

See ad details

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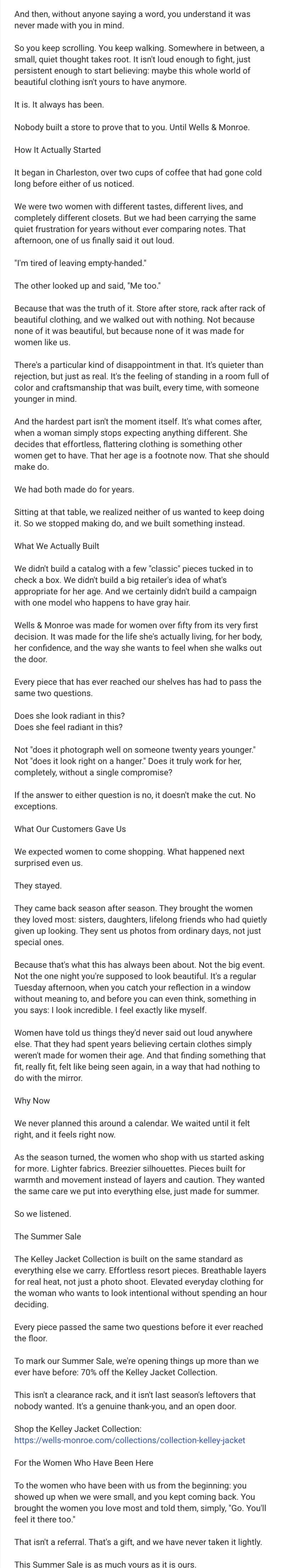

Active Low impression count

Library ID: 1406380611460584

Started running on Sep 23, 2026

Platforms

Impressions: <100

See ad details

Wells & Monroe
Sponsored

There's a moment almost every woman past 50 has lived through.

You're scrolling late at night, or wandering through a shop on a Saturday afternoon, and something stops you. The color. The drape. The way the fabric seems to move on its own. You linger. You picture yourself in it.

And then, without anyone saying a word, you understand it was never made with you in mind.

So you keep scrolling. You keep walking. Somewhere in between, a small, quiet thought takes root. It isn't loud enough to fight, just persistent enough to start believing: maybe this whole world of beautiful clothing isn't yours to have anymore.

It is. It always has been.

Nobody built a store to prove that to you. Until Wells & Monroe.

How It Actually Started

It began in Charleston, over two cups of coffee that had gone cold long before either of us noticed.

We were two women with different tastes, different lives, and completely different closets. But we had been carrying the same quiet frustration for years without ever comparing notes. That afternoon, one of us finally said it out loud.

"I'm tired of leaving empty-handed."

The other looked up and said, "Me too."

Because that was the truth of it. Store after store, rack after rack of beautiful clothing, and we walked out with nothing. Not because none of it was beautiful, but because none of it was made for women like us.

There's a particular kind of disappointment in that. It's quieter than rejection, but just as real. It's the feeling of standing in a room full of color and craftsmanship that was built, every time, with someone younger in mind.

And the hardest part isn't the moment itself. It's what comes after, when a woman simply stops expecting anything different. She decides that effortless, flattering clothing is something other women get to have. That her age is a footnote now. That she should make do.

We had both made do for years.

Sitting at that table, we realized neither of us wanted to keep doing it. So we stopped making do, and we built something instead.

What We Actually Built

We didn't build a catalog with a few "classic" pieces tucked in to check a box. We didn't build a big retailer's idea of what's appropriate for her age. And we certainly didn't build a campaign with one model who happens to have gray hair.

Wells & Monroe was made for women over fifty from its very first decision. It was made for the life she's actually living, for her body, her confidence, and the way she wants to feel when she walks out the door.

Every piece that has ever reached our shelves has had to pass the same two questions.

Does she look radiant in this?
Does she feel radiant in this?

Not "does it photograph well on someone twenty years younger." Not "does it look right on a hanger." Does it truly work for her, completely, without a single compromise?

If the answer to either question is no, it doesn't make the cut. No exceptions.

What Our Customers Gave Us

We expected women to come shopping. What happened next surprised even us.

They stayed.

They came back season after season. They brought the women they loved most: sisters, daughters, lifelong friends who had quietly given up looking. They sent us photos from ordinary days, not just special ones.

Because that's what this has always been about. Not the big event. Not the one night you're supposed to look beautiful. It's a regular Tuesday afternoon, when you catch your reflection in a window without meaning to, and before you can even think, something in you says: I look incredible. I feel exactly like myself.

Women have told us things they'd never said out loud anywhere else. That they had spent years believing certain clothes simply weren't made for women their age. And that finding something that fit, really fit, felt like being seen again, in a way that had nothing to do with the mirror.

Why Now

We never planned this around a calendar. We waited until it felt right, and it feels right now.

As the season turned, the women who shop with us started asking for more. Lighter fabrics. Breezier silhouettes. Pieces built for warmth and movement instead of layers and caution. They wanted the same care we put into everything else, just made for summer.

So we listened.

The Summer Sale

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https://wells-monroe.com/collections/collection-kelley-jacket

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To the women who have been with us from the beginning: you showed up when we were small, and you kept coming back. You brought the women you love most and told them, simply, "Go. You'll feel it there too."

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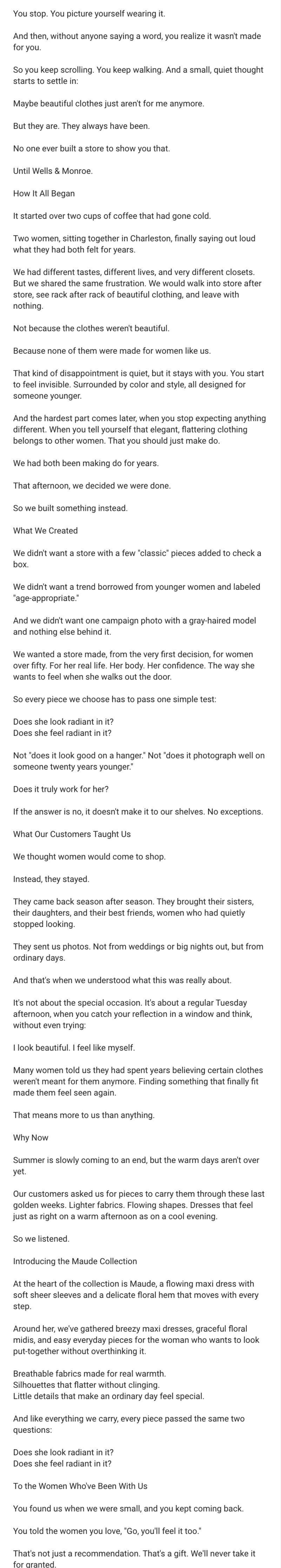


Active Low impression count

Library ID: 1454584649893137

Started running on Sep 30, 2026 · Total active time 8 hrs

Platforms

Impressions: <100

See ad details

Wells & Monroe
Sponsored

There's a moment almost every woman over fifty knows.

You're scrolling late at night, or walking through a shop on a Saturday afternoon, and something catches your eye. The color. The drape. The way the fabric moves.

You stop. You picture yourself wearing it.

And then, without anyone saying a word, you realize it wasn't made for you.

So you keep scrolling. You keep walking. And a small, quiet thought starts to settle in:

Maybe beautiful clothes just aren't for me anymore.

But they are. They always have been.

No one ever built a store to show you that.

Until Wells & Monroe.

How It All Began

It started over two cups of coffee that had gone cold.

Two women, sitting together in Charleston, finally saying out loud what they had both felt for years.

We had different tastes, different lives, and very different closets. But we shared the same frustration. We would walk into store after store, see rack after rack of beautiful clothing, and leave with nothing.

Not because the clothes weren't beautiful.

Because none of them were made for women like us.

That kind of disappointment is quiet, but it stays with you. You start to feel invisible. Surrounded by color and style, all designed for someone younger.

And the hardest part comes later, when you stop expecting anything different. When you tell yourself that elegant, flattering clothing belongs to other women. That you should just make do.

We had both been making do for years.

That afternoon, we decided we were done.

So we built something instead.

What We Created

We didn't want a store with a few "classic" pieces added to check a box.

We didn't want a trend borrowed from younger women and labeled "age-appropriate."

And we didn't want one campaign photo with a gray-haired model and nothing else behind it.

We wanted a store made, from the very first decision, for women over fifty. For her real life. Her body. Her confidence. The way she wants to feel when she walks out the door.

So every piece we choose has to pass one simple test:

Does she look radiant in it?
Does she feel radiant in it?

Not "does it look good on a hanger." Not "does it photograph well on someone twenty years younger."

Does it truly work for her?

If the answer is no, it doesn't make it to our shelves. No exceptions.

What Our Customers Taught Us

We thought women would come to shop.

Instead, they stayed.

They came back season after season. They brought their sisters, their daughters, and their best friends, women who had quietly stopped looking.

They sent us photos. Not from weddings or big nights out, but from ordinary days.

And that's when we understood what this was really about.

It's not about the special occasion. It's about a regular Tuesday afternoon, when you catch your reflection in a window and think, without even trying:

I look beautiful. I feel like myself.

Many women told us they had spent years believing certain clothes weren't meant for them anymore. Finding something that finally fit made them feel seen again.

That means more to us than anything.

Why Now

Summer is slowly coming to an end, but the warm days aren't over yet.

Our customers asked us for pieces to carry them through these last golden weeks. Lighter fabrics. Flowing shapes. Dresses that feel just as right on a warm afternoon as on a cool evening.

So we listened.

Introducing the Maude Collection

At the heart of the collection is Maude, a flowing maxi dress with soft sheer sleeves and a delicate floral hem that moves with every step.

Around her, we've gathered breezy maxi dresses, graceful floral midis, and easy everyday pieces for the woman who wants to look put-together without overthinking it.

Breathable fabrics made for real warmth.
Silhouettes that flatter without clinging.
Little details that make an ordinary day feel special.

And like everything we carry, every piece passed the same two questions:

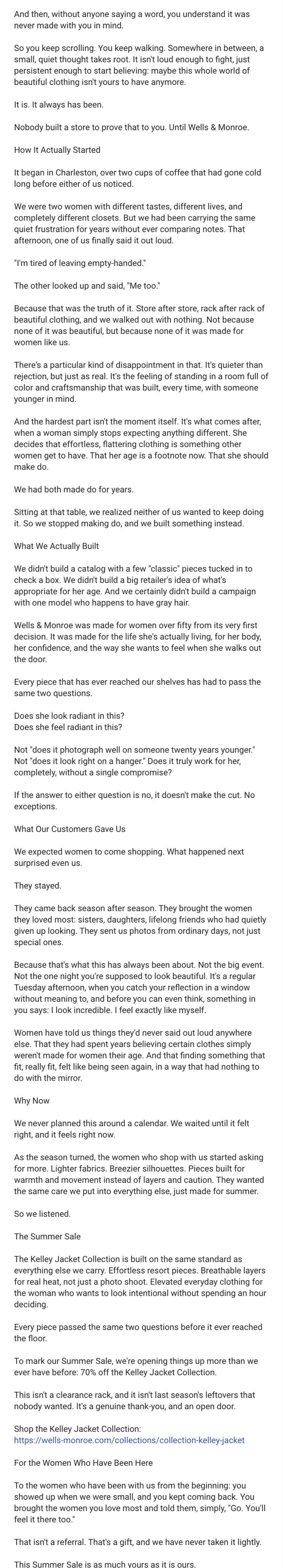
Does she look radiant in it?
Does she feel radiant in it?

To the Women Who've Been With Us

You found us when we were small, and you kept coming back.

You told the women you love, "Go, you'll feel it too."

That's not just a recommendation. That's a gift. We'll never take it for granted.



Active Low impression count

Library ID: 1110863664788087

Started running on Sep 29, 2026

Platforms

Impressions: <100

See ad details

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That isn't a referral. That's a gift, and we have never taken it lightly.

This Summer Sale is as much yours as it is ours.

For the Women Just Finding Us

To the women just finding us: welcome.

However you got here, we hope you stay long enough to feel what this place really is. Wells & Monroe has always been for women who are finished being an afterthought. Women who know their age was never a limit.

Browse slowly. Reach for the piece you wouldn't normally reach for. Trust whatever makes you stop.

Closing

It still surprises us, some days, that a conversation over cold coffee in Charleston turned into something real women have built their lives around.

But that's what happens when something is built on the truth. And the truth behind Wells & Monroe hasn't changed: every woman over fifty deserves a store made entirely for her. Not for who she used to be, and not for who anyone expects her to be, but for exactly who she is right now.

Come see what summer looks like here.

Wells & Monroe

WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!
Shop now

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Low impression count

WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!
Shop now

This collection is as much yours as it is ours.

To the Women Just Finding Us

Welcome.

However you found your way here, we hope you stay a while.

Wells & Monroe is for women who are done being an afterthought. Women who know their age was never a limit.

Take your time. Reach for the piece you normally wouldn't. Trust the one that makes you stop.

A Final Word

Some days, it still surprises us that a conversation over cold coffee became something so many women love.

But that's what happens when something is built on the truth.

And our truth is simple: every woman over fifty deserves a store made just for her. Not for who she used to be. Not for who anyone expects her to be.

For exactly who she is today.

Come discover the Maude Collection.

With love,
Wells & Monroe

Low impression count

WELLS-MONROE.COM
Sale Ends Soon!
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Shop now

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Wells & Monroe

Low impression count

WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!
Shop now

Active Low impression count ⓘ •••

Library ID: 1760430588570053

Started running on Sep 29, 2026

Platforms

Impressions: **<100** ⓘ

See ad details

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Sponsored

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Wells & Monroe

Low impression count

WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!
Shop now

Active Low impression count ⓘ •••

Library ID: 1079793644876605

Started running on Sep 29, 2026

Platforms

Impressions: **<100** ⓘ

See ad details

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Low impression count

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Active Low impression count ⓘ •••

Library ID: 2223039111609680

Started running on Sep 29, 2026

Platforms

Impressions: **<100** ⓘ

See ad details

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Sponsored

There's a moment almost every woman past 50 has lived through.

You're scrolling late at night, or wandering through a shop on a Saturday afternoon, and something stops you. The color. The drape. The way the fabric seems to move on its own. You linger. You picture yourself in it.

And then, without anyone saying a word, you understand it was never made with you in mind.

So you keep scrolling. You keep walking. Somewhere in between, a small, quiet thought takes root. It isn't loud enough to fight, just persistent enough to start believing: maybe this whole world of beautiful clothing isn't yours to have anymore.

It is. It always has been.

Nobody built a store to prove that to you. Until Wells & Monroe.

How It Actually Started

It began in Charleston, over two cups of coffee that had gone cold long before either of us noticed.

We were two women with different tastes, different lives, and completely different closets. But we had been carrying the same quiet frustration for years without ever comparing notes. That afternoon, one of us finally said it out loud.

"I'm tired of leaving empty-handed."

The other looked up and said, "Me too."

Because that was the truth of it. Store after store, rack after rack of beautiful clothing, and we walked out with nothing. Not because none of it was beautiful, but because none of it was made for women like us.

There's a particular kind of disappointment in that. It's quieter than rejection, but just as real. It's the feeling of standing in a room full of color and craftsmanship that was built, every time, with someone younger in mind.

And the hardest part isn't the moment itself. It's what comes after, when a woman simply stops expecting anything different. She decides that effortless, flattering clothing is something other women get to have. That her age is a footnote now. That she should make do.

We had both made do for years.

Sitting at that table, we realized neither of us wanted to keep doing it. So we stopped making do, and we built something instead.

What We Actually Built

We didn't build a catalog with a few "classic" pieces tucked in to check a box. We didn't build a big retailer's idea of what's appropriate for her age. And we certainly didn't build a campaign with one model who happens to have gray hair.

Wells & Monroe was made for women over fifty from its very first decision. It was made for the life she's actually living, for her body, her confidence, and the way she wants to feel when she walks out the door.

Every piece that has ever reached our shelves has had to pass the same two questions.

Does she look radiant in this?
Does she feel radiant in this?

Not "does it photograph well on someone twenty years younger." Not "does it look right on a hanger." Does it truly work for her, completely, without a single compromise?

If the answer to either question is no, it doesn't make the cut. No exceptions.

What Our Customers Gave Us

We expected women to come shopping. What happened next surprised even us.

They stayed.

They came back season after season. They brought the women they loved most: sisters, daughters, lifelong friends who had quietly given up looking. They sent us photos from ordinary days, not just special ones.

Because that's what this has always been about. Not the big event. Not the one night you're supposed to look beautiful. It's a regular Tuesday afternoon, when you catch your reflection in a window without meaning to, and before you can even think, something in you says: I look incredible. I feel exactly like myself.

Women have told us things they'd never said out loud anywhere else. That they had spent years believing certain clothes simply weren't made for women their age. And that finding something that fit, really fit, felt like being seen again, in a way that had nothing to do with the mirror.

Why Now

We never planned this around a calendar. We waited until it felt right, and it feels right now.

As the season turned, the women who shop with us started asking for more. Lighter fabrics. Breezier silhouettes. Pieces built for warmth and movement instead of layers and caution. They wanted the same care we put into everything else, just made for summer.

So we listened.

The Summer Sale

The Kelley Jacket Collection is built on the same standard as everything else we carry. Effortless resort pieces. Breathable layers for real heat, not just a photo shoot. Elevated everyday clothing for the woman who wants to look intentional without spending an hour deciding.

Every piece passed the same two questions before it ever reached the floor.

To mark our Summer Sale, we're opening things up more than we ever have before: 70% off the Kelley Jacket Collection.

This isn't a clearance rack, and it isn't last season's leftovers that nobody wanted. It's a genuine thank-you, and an open door.

Shop the Kelley Jacket Collection:
https://wells-monroe.com/collections/collection-kelley-jacket

For the Women Who Have Been Here

To the women who have been with us from the beginning: you showed up when we were small, and you kept coming back. You brought the women you love most and told them, simply, "Go. You'll feel it there too."

That isn't a referral. That's a gift, and we have never taken it lightly.

This Summer Sale is as much yours as it is ours.

For the Women Just Finding Us

To the women just finding us: welcome.

However you got here, we hope you stay long enough to feel what this place really is. Wells & Monroe has always been for women who are finished being an afterthought. Women who know their age was never a limit.

Browse slowly. Reach for the piece you wouldn't normally reach for. Trust whatever makes you stop.

Closing

It still surprises us, some days, that a conversation over cold coffee in Charleston turned into something real women have built their lives around.

But that's what happens when something is built on the truth. And the truth behind Wells & Monroe hasn't changed: every woman over fifty deserves a store made entirely for her. Not for who she used to be, and not for who anyone expects her to be, but for exactly who she is right now.

Come see what summer looks like here.

Wells & Monroe

Low impression count

WELLS-MONROE.COM
Sale Ends Soon!
Free shipping!
Shop now

Active Low impression count ⓘ •••

Library ID: 4802353670042349

Started running on Sep 29, 2026

Platforms

Impressions: **<100** ⓘ

See ad details

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WELLS-MONROE.COM
Sale Ends Soon!
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Shop now

System status ✓

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English (US)