

Pink bracelets, an Andalusian fashion and aesthetics brand for women affected by breast cancer

LOCATION: Seville

DURATION: 2:02

SUMMARY: Two young Andalusian entrepreneurs, a journalist and a psychologist have created the brand 'Pink Bracelets', that tries to satisfy the fashion and aesthetics needs of women affected by breast cancer. This initiative is the result of the personal experience of one of them Carla, who along with her family tried to make her mother, who had gone through breast cancer surgery, feel attractive again.

VTR:

More than four years ago Francisca was diagnosed with breast cancer. She went through surgery twice, having her breast removed. She felt weak and lost her hair.

FRANCISCA CARO
Breast cancer patient.

"For example I have used a wig, I used a head scarf just twice in my life, because I was ashamed that people said: 'there goes that woman with cancer'."

Her daughter Carla lived this situation very closely...the difficulties her mother found to keep feeling attractive after surgery.

CARLA HERRERA
Founder of 'Pink Bracelets'

"When we came out of the hospital we didn't know where to find the things a person need when is following a treatment."

FRANCISCA CARO
Breast cancer patient.

"It means keep feeling feminine, just because you had your breast removed you can't stop living because you are still eating, working..."

That's why this journalist, along with her friend who is a psychologist, decided to create 'Pink Bracelets' an Andalusian fashion and aesthetics brand aimed at women affected by breast cancer.

SOLEDAD CUÉ
Founder of 'Pink Bracelets'

"We hope this helps people who are suffering cancer to feel better, to feel prettier, and mainly not alone, that they don't feel different just because they have cancer."

For people whose need have been forgotten by the fashion industry...

CARLA HERRERA
Founder of 'Pink Bracelets'

"For me, what it is important, is that if a person is diagnosed she is able to find what she is looking for without having to comply."

In Spain 22.000 breast cancer cases are diagnosed each year. A disease that in many cases is still a taboo subject, although these women want to live with normality.

FRANCISCA CARO
Breast cancer patient.

"That they don't point at you because this isn't a stigma, it is a process that has a stage and that stage ends."

CARLA HERRERA
Founder of 'Pink Bracelets'

"Your life must go on, she has taught me that and it has been a great lesson."

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