



Bold Blind Beauty

Real Beauty Transcends Barriers

Stephanae McCoy founded www.boldblindbeauty.com, an online [commUNITY](#), created with the intention of specifically reaching blind & visually impaired women. Nowadays, Bold Blind Beauty connects sighted and non-sighted people, while the overall mission is improving humanity by changing the way we perceive one another.

As a [businesswoman](#), style-setter, blogger, and abilities crusader, she is breaking the myth “blind people can’t be fashionable”.

“The one thing sight loss has taught me is perception is much more profound than seeing. I may have lost my sight but my clarity has increased exponentially, and for this I am grateful.” ~Stephanae McCoy

When Stephanae lost her eyesight as a seasoned professional, she quickly learned that thriving within the sighted world meant overcoming seemingly insurmountable obstacles – the most significant being the misconceptions around sight loss, blindness and the capabilities of blind people. She accomplished this while successfully serving at one of the Big Four accounting firms after her sight loss. Stephanae attributes her career success to a solid foundation of perseverance and a strong work ethic. Two traits which helped her foster a positive environment motivating her teams to deliver a high level of customer service.

The site (= online community) is personified by [Abigale \(Abby\)](#), Stephanae’s alter ego. Abby is an on-the-move fashion icon who walks in confidence, reflecting the beauty of her blind and visually impaired sisters.

P.I.E.R. Values Statement of the online commUNITY

Our values are the foundation that rests upon the four pillars of **P.I.E.R.** (Passion, Inclusion, Equity, and Respect)

- **P**assion – Breaking down barriers is the fuel that drives our passion.
- **I**nclusion – People are our people—we wholly embrace diversity by connecting sighted and non-sighted people of all abilities.
- **E**quity – What works for one person may not work for another—we see individuals.
- **R**espect – We respect life, one another, animals, and this planet. Everything we do will be from a standpoint of respect.

Breaking down barriers, and empowering blind women to love themselves through the promotion of self-confidence enables them to walk through life on their own terms.

Mission Statement

The mission of boldblindbeauty.com is to improve humanity by changing the way we perceive one another.

Vision Statement

Bold Blind Beauty envisions a judgment-free world where blind and visually impaired individuals are doing what they love and are equally represented in all areas of life.

We invite you to peruse our site: an online social enterprise with an e-commerce component, who empowers blind women to transcend barriers and walk boldly with confidence—in style, body, and soul.

Enable your inner fashion sensibilities at:

www.boldblindbeauty.com