

How We Started Juicy Couture For \$200 And Turned It Into Global Brand

By Pamela Skaist-Levy and Gela Nash-Taylor



The Glitter Plan: How We Started Juicy Couture for \$200 and Turned It into a Global Brand by Pamela Skaist-Levy

★★★★☆ 4.6 out of 5

Language : English
File size : 8530 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 258 pages



In 1994, two friends, Pamela Skaist-Levy and Gela Nash-Taylor, started Juicy Couture with just \$200. They had a passion for fashion, and they wanted to create a line of clothing that was both stylish and comfortable. They started out by selling their clothes at local boutiques, and their business quickly took off. Within a few years, Juicy Couture was a global brand, and Pamela and Gela were two of the most successful fashion designers in the world.

In their book, *How We Started Juicy Couture For \$200 And Turned It Into Global Brand*, Pamela and Gela share their inspiring story. They talk about the challenges they faced along the way, and they offer practical advice for anyone who is interested in starting their own business. The book is full of

valuable insights, and it's a must-read for anyone who is interested in fashion, entrepreneurship, or business.

Here are some of the key lessons that Pamela and Gela share in their book:

- **Follow your passion.** Pamela and Gela started Juicy Couture because they loved fashion. They didn't set out to make a lot of money; they just wanted to create clothes that they loved. Their passion for their work was one of the key factors that led to their success.
- **Be persistent.** Pamela and Gela faced many challenges along the way. They were turned down by banks, and they had to work hard to get their clothes into stores. But they never gave up on their dream. They kept working hard, and eventually they achieved their goals.
- **Be creative.** Pamela and Gela's clothes were unique and stylish. They didn't follow the trends; they created their own. Their creativity was one of the things that made their brand so successful.
- **Build relationships.** Pamela and Gela built strong relationships with their customers, their employees, and their business partners. These relationships were essential to their success.
- **Have a vision.** Pamela and Gela had a clear vision for their brand. They knew what they wanted to create, and they never wavered from their vision. Their strong vision was one of the things that drove their success.

How We Started Juicy Couture For \$200 And Turned It Into Global Brand is a inspiring and informative book that is a must-read for anyone who is

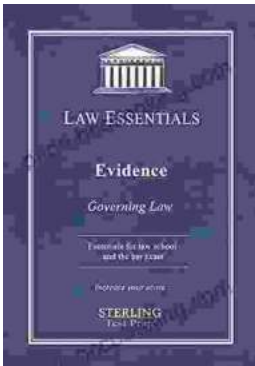
interested in fashion, entrepreneurship, or business. Pamela and Gela's story is a testament to the power of passion, persistence, creativity, and vision.



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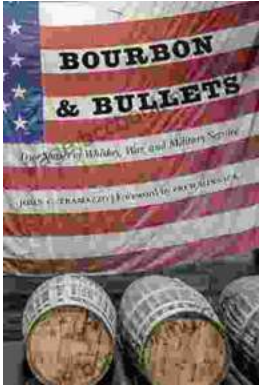
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