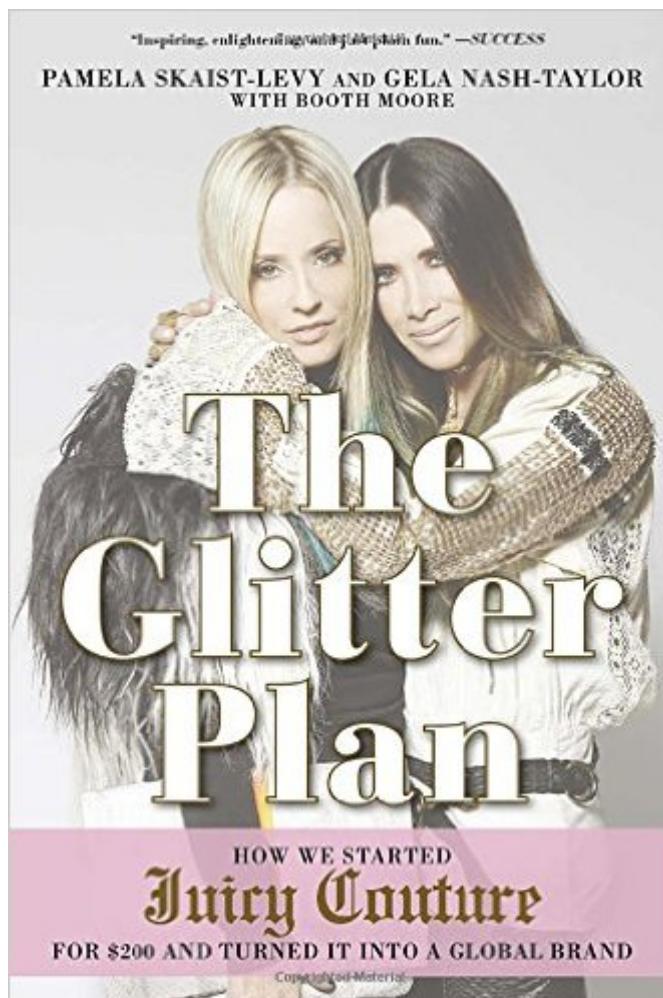


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# The Glitter Plan: How We Started Juicy Couture For \$200 And Turned It Into A Global Brand



## Synopsis

Part memoir, part business manual, and 100% juicyâ "the inside story of Juicy Couture, one of the most iconic brands of our timesâ While working together at a Los Angeles boutique, Pamela Skaist-Levy and Gela Nash-Taylor became fast and furious friends over the impossibility of finding the perfect T-shirt. Following their vision of comfortable, fitted T-shirts, they set up shop in Gelaâ ™s one-bedroom Hollywood apartment with \$200 and one rule: Whatever they did, they both had to be obsessed by it. The best friendsâ ™ project became Juicy Couture. Pam and Gela eventually sold their company to Liz Claiborne for \$50 million, but not before they created a whole new genre of casual clothing that came to define California cool.â Pamela and Gela built an empire from the ground up, using themselves as models to build their patterns and placing their merchandise by storming into stores and handing out samples. They balanced careful growth with innovative tacticsâ "sending Madonna a tracksuit with her nickname, Madge, embroidered on itâ "and created a unique, bold, and unconventional business plan that was all their own: the Glitter Plan.â Now, Pam and Gela reveal the secrets of Juicyâ ™s success: how they learned to find and stick with the right colleagues and trust their instincts when it became time to move on to their next project. They also share their missteps and hilarious lessons learnedâ "like the time robbers stole one thousand pairs of maternity shortalls, which the partners took as the first sign to get out of the maternity clothing business.â Told in the bright, cheery voice that defines Juicy style even today, The Glitter Plan shows readers how to transform passion and ideas into business success. Aspiring designers, Juicy fans, and business readers of all stripes will be enthralled by the story of spirit and savvy behind Pam and Gelaâ ™s multimillion-dollar fashion empire.

## Book Information

Paperback: 256 pages

Publisher: Avery; Reprint edition (May 19, 2015)

Language: English

ISBN-10: 1592409350

ISBN-13: 978-1592409358

Product Dimensions: 5.2 x 0.6 x 8 inches

Shipping Weight: 8.5 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsâ See all reviewsâ (82 customer reviews)

Best Sellers Rank: #194,200 in Books (See Top 100 in Books) #84 inâ Books > Business & Money > Industries > Fashion & Textile #137 inâ Books > Arts & Photography > Fashion > History #450

## Customer Reviews

I have been reading a lot of books on women entrepreneurs lately and this one surprised me. I will be honest that I didn't exactly go into this one with high hopes. I had just read #Girlyboss by Sophia Amoruso which had put a spark under my butt and I didn't think another book could even come close. I was wrong. The Glitter Plan was the cup of tea that I truly needed and this one smoked them all. This is what I would consider a business memoir about two women who were brought together by what could only be fate. I think they were meant to be in the same womb because they are so connected that it is insane. I never had a sister or bonded with another person in such a sense that it made me a little sad that I missed out on that experience in life. These two women started from nothing, really. A mere \$200 in the early nineties and in Los Angeles to boot, is basically pocket change. But they turned that money into a thriving business. Unfortunately, they learned the downs of taking their smaller business mainstream to the guys in suits that have nothing in mind but stock value. Eventually, their piece of magic plummeted. Fortunately, this did not dissuade them and they just picked themselves up, wiped off the dirt, and started brand new but with more knowledge and wisdom than the first time. And their clothes are in Bergdorf Goodman of all places...that's where I plan to be one day. What I like about these two is that they are original, honest, and true to themselves. They are a bit eccentric, but that is what is most important in the fashion world. I will admit that I was comparing myself to them a lot, as in "I love candy too!", "I have a great idea too!" You get the point.

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