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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% juicy - the inside story of Juicy Couture, one of the most iconic brands of our times. 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 Gela's one-bedroom Hollywood apartment with \$200 and one rule: Whatever they did, they both had to be obsessed by it. The best friends' 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. 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 tactics - sending Madonna a tracksuit with her nickname, Madge, embroidered on it - and created a unique, bold, and unconventional business plan that was all their own: The Glitter Plan. Now, Pam and Gela reveal the secrets of Juicy'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 learned - like the time robbers stole one thousand pairs of maternity shorts, which the partners took as the first sign to get out of the maternity clothing business. Told in the bright, cheery voice that defines Juicy style even today, The Glitter Plan tells listeners how to transform passion and ideas into business success. Aspiring designers, Juicy fans, and business people of all stripes will be enthralled by the story of spirit and savvy behind Pam and Gela's multimillion-dollar fashion empire.

Book Information

Audible Audio Edition

Listening Length: 5 hours 58 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Gildan Media, LLC

Audible.com Release Date: June 13, 2014

Whispersync for Voice: Ready

Language: English

ASIN: B00KZ0STY4

Best Sellers Rank: #73 in Books > Audible Audiobooks > Arts & Entertainment > Design

Customer Reviews

I'm not a fashion diva...and I can honestly say I've never worn a single Juicy item in my life. I am, however, a fan of Duran Duran (I figure full-disclosure is best), and I am a co-author of a blog dedicated to Duran Duran fans. So, when John Taylor mentioned that his wife Gela had written this book, I was curious. I knew enough about Juicy Couture to know it had been sold to Liz Claiborne for a staggering amount of money, but that was about it. I had no idea how the company started, or the series of events that took them from point A to B. The story of Pam and Gela surprised me. I would have never thought for a red-hot minute that either of them would be anything like me and my *own* partner-in-crime (my writing partner), but I found myself chuckling over some of the stories (the scene at the airport while waiting for a plane to Paris sounds vaguely familiar...) and in awe of their fearless nature. They had a dream, an obsession, and went for it. Who can really fault that? I thought the book was inspirational, entertaining - and I've even reviewed it on my own blog (I bought my own copy of the book and was not asked for a review), recommending it to Duran Duran fans alike. I think just about anyone can glean something from this story, whether you've got a great partner-in-crime; an obsession, or even what you think might be a pie-in-the-sky business idea. I love the "can-do" attitude, and it was a quick and easy read besides. The tips at the end of each chapter were really good too - they were like a snapshot of what you'd just read. Well done!

Having just finished #GirlBoss, I was definitely excited to read this one.... and I have say I finished it with very mixed feelings. I will say that Gela and Pam's vision and their close friendship is very inspiring. These are two cool chicas who did it their way, and you have to give them credit for it. What was frustrating was seeing all these reviews (including the description on the back of the book) that make it seem like a rags to riches story. "With just \$200 they created an empire!" Not true. These were two highly motivated women, but they had more money than \$200 supporting them. There is a huge difference in taking a risk when you have no safety net (a la Nasty Girl's Sophia Amoruso) and Pam & Gela. Pam was/is married to a very successful director and Gela clearly came from a well to do family. They talk about creating their first ad campaign guerilla style but then mention how they were able to get Sandra Bernhard to star in it (thru the director hubby) and pull strings with fab stylists and photographers. Or being able to borrow \$75,000 from family members (not sure about you, but my folks don't have an extra \$75K lying around). What

WAS remarkable to me were all the fashion/marketing innovations they came up with...and I felt like these were sort of casually tossed aside. There is definitely a really cool story here, I just wished whoever was advising them had packaged it up in a smarter more entertaining way.

Everyone "knows" Juicy Couture and the basic framework of the story: Two girls form a fashion partnership and sell millions of velour track suits... This book provides lots of fun details and inspiration for the entrepreneurial spirit in us all. Although I knew how it would end, I couldn't put it down!

I'm ordering a duplicate copy of this book because I lost my first one. It's one of the best down to earth success stories that any aspiring entrepreneur could read.

I am a huge fan of Juicy Couture, I subscribe to their lifestyle of fun and happiness. I was so excited when I saw Pam and Gela were writing a book on how Juicy Couture got started. The book is a fun read, just as I expected. Plenty of funny moments along the way. I recommend this to any lover of Juicy Couture as well as anyone with the dream of starting their own fashion brand. It appeals to both. Love you, P&G!

This is a fascinating read as it includes you in a story of two young women who founded an empire on their own terms. It is also great fun to read..

Excellent summer read. Gela and Pam are an amazing duo and an inspiration for everyone embarking on their own business. They make hard work sound fun!

Ideas you can use in any workplace.... a fun read for any fashionista. Sad to see that juicy won't be casual luxe no longer

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