



The Glitter Plan: How We Started Juicy Couture for \$200 and Turned it into a Global Brand (Paperback)

By Pamela Skaist-Levy, Gela Nash-taylor

Penguin Putnam Inc, United States, 2015. Paperback. Book Condition: New. Reprint. 203 x 140 mm. Language: English . Brand New Book. 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...

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