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## MONTHLY TIPS FOR FEMALE ENTREPRENEURS

*Richard Lorenzen*

Female entrepreneurs have become a powerful force in today's market. Many of the leading companies in the United States are now led by women entrepreneurs, many of whom have paved the way for future generations of female business owners. For women trying to find their place in today's market, there are many powerful pieces of advice out there that have come from some of these seasoned females entrepreneurs.

While there is no end to the little tips and tricks that any entrepreneur can take advantage of when launching their business, these powerful tips for female business owners come straight from the lips of today's most successful women.

*There is Benefit to Failure - Barbara Corcoran*

The famous investor from the hit show Shark Tank once said "My best successes came on the heels of failures." This is a powerful lesson for any aspiring business owner, as most of today's most established entrepreneurs have been faced with countless failures. The importance of dealing with failure is that you need to be able to learn from the failure, dust yourself off and move on, even if you deal with consistent failure. You never know when your next venture will be the one that finds you your biggest success yet.

*Never Be Afraid to Follow Your Passion - Debbie Fields*

Debbie Fields, the creator of Mrs. Fields, said "what I wanted was to be allowed to do the thing in the world I did best." This motivated the entrepreneur to follow her passion for cooking, even when others didn't believe it could turn into the success it is today. So many female entrepreneurs are afraid to take that next step in turning a passion or hobby into a business, but for people like Debbie Fields that commitment to passion is what can turn an idea into a business success.







01

trending styles  
trending styles

online



40 MILLION PRODUCTS DAILY ACROSS 12,000 BRANDS IN THE UNITED STATES AND A HANDFUL OF OTHER MARKETS. WOMEN'S OUTERWEAR GARMENTS, DRESSES, JACKETS, BLOUSES, SWEATERS, TOPS, SKIRTS, AND PANTS. SILHOUETTE, NECKLINES, COLLARS, SLEEVES, CUFFS, AND POCKETS. JEWELRY, EARRINGS, PUMPS, SHOES, ROMPERS, CUFFS. IN ANALYZING FASHION, WE USUALLY BEGIN WITH THE GENERAL SILHOUETTE AND PROCEED TO DETAILS. CARDIGAN, SKIRTS, TOPS, SWEATERS, BLOUSES, DRESSES, JACKETS, LEATHER, LIPSTICK, FEATHERS, LACES, PANTHO, BOOTS, HEELS, BONNET, OVERALLS, BAGS, PURSES. TRENDING STYLES ONLINE. LATEST, NEWEST, ON POINT, ON FLEEK, MILLIONS, GUCCI, LOUIS VUITTON, CHANEL, LOS ANGELES, PARIS, NEW YORK, HOUSTON, KICKS, FURNITURE, RETAILING, LUXURIOUS, FABRICS, SILKS, SPARKLE, SHINE, SHINEY WORDS, GREEN, BRITAIN, UNITED KINGDOM, TRENDS DATA, ALIBABA, WEDDING STYLES GALORE, EARRINGS, PUMPS, SHOES, ROMPERS, CUFFS. IN ANALYZING FASHION, WE FIND THE NEWEST FASHION FOR YOU!

# 01 TRENDING STYLES ONLINE

by: Lily Lulubus

Normcore? So last year. String bikinis? Most definitely over.

Even interest in skinny jeans may be waning, if six billion fashion-related queries by Google users are any indication of this year's most popular trends.

Instead, consumers are Googling tulle skirts, midi skirts, palazzo pants and jogger pants, according to the company, which plans to start issuing fashion trend reports based on user searches twice a year. The new trend aggregations are part of the company's bid to become a bigger player in e-commerce and fashion beyond its product search engine or advertising platform.

In its inaugural report, Google distinguishes between "sustained growth" trends, like tulle skirts and jogger pants; flash-in-the-pan obsessions like emoji shirts and kale sweatshirts; and "seasonal growth" trends, or styles that have come back stronger every spring, like white jumpsuits. It makes similar distinctions among sustained

declines (peplum dresses), seasonal ones (skinny jeans) and fads that are probably over and done (scarf vests).

Lisa Green, who heads Google's fashion and luxury team, said the company had begun working with major retailers, including Calvin Klein, to help them incorporate real-time Google search data into fashion planning and forecasting. "Fast fashion" companies, for example, can take a trend identified by Google and run with it, Ms. Green said.

"I think the trend comes from our girls going for sweet and romantic, rather than sultry and sexy."

"We're interested in being powerful digital consultants for our brands, not just somebody they can talk to about what ads they can buy online," she said. "They can say, 'Google has identified this as a trend, and we have six weeks to get this out on the racks.'"

Google's foray into the fashion world is part of a scramble to define, inform and tap into how people search online for everything they can buy, be it clothes or jewelry, groceries or furniture.

The search giant has long experimented with e-commerce through services like Google Shopping, which lets shoppers compare prices among different vendors, and the recently introduced Shopping Express, which lets users make grocery purchases from local retail stores and receive them on the same day or the next one. But the company's e-commerce business trails behind Amazon or Alibaba, the established go-to sites for a plethora of products, and in fashion, Yoox and Net-a-Porter are about to merge and flex their muscles as a luxury retailing powerhouse.



# "People tend to make trend predictions based on a very limited number of observations, and that's very hit and miss."

For Google, product search is increasingly important for its mainstay business of selling ads alongside search results, including fashion search results.

What's in or out: an analysis of six billion Google searches shows how clothing styles spread from state to state.

The company is hardly the first to deploy data to predict what might be a hot trend this season. IBM, for example, analyzes posts on blogs, social media and news sites to gauge "social sentiment" in a variety of brand categories, including fashion and retailing.

In one early experiment in 2013, IBM declared that "steampunk" – an industrial aesthetic inspired by 19th-century Britain – was set to "bubble up, and take hold, of the retail industry." That prediction has played out to a certain extent, judging from the popularity of "industrial" or "salvaged" furniture, for example, or body trainers and corsets.

Spotify, the music-streaming service, also offers free analytics to artists to help them gauge the popularity of their music or estimate how much they can earn from new tunes.

"People tend to make trend predictions based on a very limited number of observations, and that's very hit and miss," said Trevor Davis, a consumer products expert who led the project at IBM. "The ability to detect trends very early on before they really become noticeable, and to follow them, is invaluable."

Just how much more accurate or useful Google's search data on fashion will be has yet to be seen, Mr. Davis said. One obvious weakness is that Google's data encompasses all searches that appear related to apparel, regardless of whether the person searching actually bought something, or even

intended to buy something. A search for "tulle skirt," conceivably, could signal a shopper looking for an item on sale or a baffled fashion novice looking for a definition of it.

Asked by Google to assess its data analysis, Ellen Sideri, founder of ESP Trendlab, a forecasting agency, said that the data's value lay in its focus on what real people were interested in from across the country.

"The hardest thing to explain is that a trend doesn't come from one place," Ms. Sideri said. "Every trend is multifaceted."

For now, Google says it will share this database free to retailers and trend-followers in the hopes of winning partners and clout in the fashion arena. And Google promises not to match up its search data with customer data from retailers to target ads at individuals.

Ms. Green of Google said the sheer volume of its data – six billion data points – meant any patterns Google detected were a significant indicator of trend awareness and eventual purchasing behavior.

INstock, a data tool from the fashion trend forecaster WGSN, takes another approach to predicting trends. It analyzes fashion trends from pricing and inventory data on more than 40 million products daily across 12,000 brands in the United States and a handful of other markets. Styles picked up by a growing number of retailers signal a trend, and out-of-stock items likely demonstrate high demand, while heavy discounts raise a red flag.

Some current trends identified by INstock overlap with Google's. Jumpsuits are in this season "as an elegant, yet edgy, alternative to the party dress," with inventory offered by retailers growing by 12 percent between September and January compared with a year earlier, according to Loree Lash-Valencia, a vice president at WGSN. On the other hand, her data had not yet picked up substantial interest in tulle skirts.

While predicting trends remains difficult, accurate forecasting has become vitally important as fast fashion speeds up product cycles, Ms. Lash-Valencia said. Misreading trends can result in millions of dollars lost either from marking down inventory that does not sell, or not stocking enough of styles that do, she said.

"In our industry, there's been a push to go faster and faster, and that's one reason everyone is having problems: No one has time to plan," she said. "Instinct's no longer enough. Data can't replace every merchant, but there's such accurate data available now – you really need to use it."

Ms. Green said the Google search data helped to unearth fashion-forward hot spots that had escaped the industry's attention. "The industry might subscribe to certain perspectives, but our search data allows us to see what people really want to buy," she said. "And our data shows that it's not just that every trend starts in New York or L.A. and everyone else catches on."

"Boy, we do weddings and babies," Ms. McClellan said. "I think the trend comes from our girls going for sweet and romantic, rather than sultry and sexy," she said.

# MIRANDA KERR



SUPERMODEL mum, Miranda Kerr, talks about jewels, jams, being the lady boss—and her lucky charms. Kerr rose to prominence in 2007 as one of the Victoria's Secret Angels.

*MODELS have so much more of a voice now thanks to social media — you can interact directly with fans. What does it take to extend your voice further and start your own brand?*

Not having fear and just following your passion. For me, my skincare line [Kora Organics] wasn't ever about wanting to have a business. It was more like, "[This] is what I'm passionate about; this is fun." But I need to learn more about the numbers side.

You need a master accountant!

I need that! It's something I accept about myself. I'm not so bad at maths, but it's not really something I enjoy. I prefer writing and expressing myself [that way].

*You've designed a new Swarovski jewellery collection. Did you enjoy the creative process?*

I actually designed the packaging for my Kora Organics range, too. I like being visual. Ooh, I love the Energising Citrus Facial Mist. It's my answer to jet lag. I'm very proud of my beauty line, because the products work!



***Back to the Swarovski collection. How do you like to wear the pieces?***

I love putting things into pairs. I'm so tall that I prefer to layer fine jewellery, [otherwise] it disappears. I like wearing rose gold with silver, too — mixing metals is fun.

***You have a strong entrepreneurial streak. With such a hectic lifestyle, how much do you contribute when you collaborate with a brand?***

I could never just sign my name and walk away. This process was very interesting. Being creatively involved in projects, there's always so much to learn, but I was quite specific with what I wanted. Luckily, Swarovski was really receptive. I explained the concept and I did a few drawings, but it didn't translate exactly the way I wanted. I said, "No, this needs to be really fine in size." I wanted the collection to be symbolic, so [for example] I've got a little four-leaf clover [charm].

***I'll have that—I'm Irish and I want the luck! Speaking of luck, I went on Tinder the moment I arrived here [in Innsbruck, Austria, where the interview is taking place] and the guys are all mountain men and very sturdy. Quite divine.***

Wow — I should go on it! [Laughs]

***So, you have your charms—the evil eye, snowflake, star, heart and clover. Why do symbolism and spirituality appeal to you?***

That's what it's all about for me. Spirituality isn't a hobby; it's everything. With Kora, there are words on the back of my products that mean empathy or compassion, trust and love. It's an extension of what I'm passionate about, the use of symbols. In every choice we make in a day, we can come from fear or love. So let's have this [heart charm] as a reminder to choose to come from love.

***It's a beautiful philosophy. But we often try to do that and stumble. How do you handle being fallible?***

No one can escape [it] because it's all part of being human. It's about realising it and moving forward. Forgiveness is a powerful tool: forgiving yourself, forgiving others.

***Do you forgive the naysayers that come with being in the public eye?***

I always want to grow, learn and evolve, and be a better version of myself. You need to accept who you are and understand everyone is different.

***What's your idea of fun?***

Putting music on and dancing around the house. My son loves it, too. He's like, "Mum, let's put the music on!" It's the best. We put it on outside and have a little pool party.

***What's your favourite daggy track?***

So many! Let's see what's on my Most Played list. I play Snatam Kaur's Feeling Good Today; it's really good with little kids.

***There go those affirmations.***

Yeah! Let's see ... Enya, Dr Dre, Yo-Yo Ma.

***Do you like Yo-Yo?***

Yes, the cello concertos — exquisite. I'm getting whiplash from that mix! [Laughs].

***You were the third most Googled model in the world last year.***

"I didn't know that! That's hilarious. Who was first?"

***Kate Upton.***

"I remember the first time I met her. I was like, 'Wow, what a beautiful woman!'"

***Kendall Jenner was number two.***

"Oh, okay."

***Do you ever Google yourself?***

"Honestly, I don't have time. I just get alerted if something comes up. Annie will call me or forward me something, just so I'm aware. That's her job as my publicist. There are other things in life! There are too many things to worry about. It doesn't matter to me as long as the people close to me understand who I am. I really appreciate the fact that with my job I can encourage people, especially young women, and if I find something that's helpful, I like to share that knowledge. I like to learn things too. I like when a friend tells me something that they've tried. Oh I have to tell you, a friend of mine just told me about this thing called a Spoonk mat."

***I've never heard of that. I'm Googling it.***

"They're like acupuncture mats. It really works."

***Is it supposed to relieve tension?***

"It feels really good. I put my feet on it, I put it on my neck, and sometimes I sit on it when I'm in the car. It's kind of spiky but it feels good."

***What do you think is the biggest misconception about you?***

"Well I don't really know. I don't really know what the general conception is about me. Yes, I am exposed to a lot of glamorous things but at the same time, I actually work really hard. It's not just all fun and games. I'm very dedicated not only to my business but to my clients. I have 16 clients with contracts. I'm doing my best to raise my son and be the best version of himself. But it's not easy, that's probably the misconception. People assume that I have it easy. It doesn't matter who you are, being human is being human. Everyone has days that are challenging. Every day, I like to wake up and remind myself to be grateful of the simple things."

“Every day, I like to wake up and remind myself to be grateful of the simple things.”







# GUCCI SHOW IN LONDON

by: Scarlett Conlon

ALESSANDRO MICHELE's Gucci show this season had all eyes on Milan, but for the fashion house's pre-spring/summer 2017 show it will be London in the spotlight. The brand confirmed to us this morning that it will show its cruise collection in the capital next year, although any further details - regarding date and exact location - have not been confirmed at this point.

It comes shortly after Chanel confirmed that it would be showing its own pre-spring/summer 2017 collection in Cuba in early May, continuing the trend that has been gathering pace among the big-name brands in the last couple of years for taking cruise collections on tour.