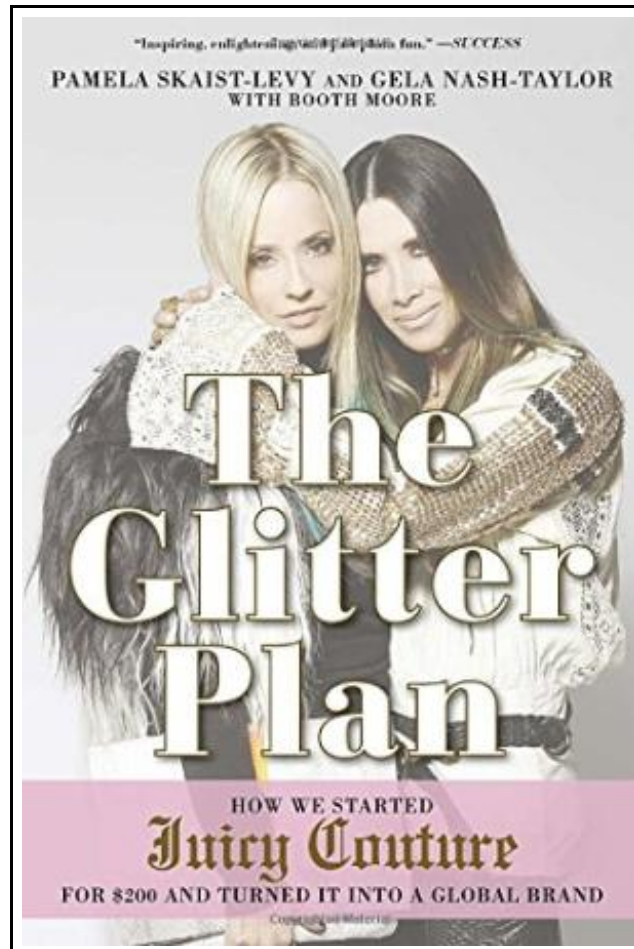


The Glitter Plan: How we Started Juicy Couture for GBP200 and Turned it into a Global Brand (Paperback)



Filesize: 8.68 MB

Reviews

The book is straightforward in go through better to understand. it had been writtern quite flawlessly and valuable. You can expect to like the way the author publish this book.


(Reyes Murphy)


THE GLITTER PLAN: HOW WE STARTED JUICY COUTURE FOR GBP200 AND TURNED IT INTO A GLOBAL BRAND (PAPERBACK)

[DOWNLOAD](#)

To download **The Glitter Plan: How we Started Juicy Couture for GBP200 and Turned it into a Global Brand (Paperback)** PDF, remember to click the web link below and save the ebook or have access to additional information that are in conjunction with THE GLITTER PLAN: HOW WE STARTED JUICY COUTURE FOR GBP200 AND TURNED IT INTO A GLOBAL BRAND (PAPERBACK) ebook.

Penguin Putnam Inc, United States, 2015. Paperback. Condition: New. Reprint. 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 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 shortalls, 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 shows readers how to transform passion and ideas into business success. Aspiring designers, Juicy fans,...

 [Read The Glitter Plan: How we Started Juicy Couture for GBP200 and Turned it into a Global Brand \(Paperback\) Online](#)

 [Download PDF The Glitter Plan: How we Started Juicy Couture for GBP200 and Turned it into a Global Brand \(Paperback\)](#)

Related PDFs

**[PDF] A Cup of Cappuccino for the Entrepreneurs Spirit: Volume I**

Access the web link beneath to download and read "A Cup of Cappuccino for the Entrepreneurs Spirit: Volume I" PDF file.

[Download ePub »](#)

**[PDF] Getting to Know ArcGIS Pro: A Platform Workbook (Paperback)**

Access the web link beneath to download and read "Getting to Know ArcGIS Pro: A Platform Workbook (Paperback)" PDF file.

[Download ePub »](#)

**[PDF] You and Your Money: A No-Stress Guide to Becoming Financially Fit [Taschenbuc.**

Access the web link beneath to download and read "You and Your Money: A No-Stress Guide to Becoming Financially Fit [Taschenbuc." PDF file.

[Download ePub »](#)

**[PDF] The Financial Times Guide to Business Start Up [Taschenbuch] by Williams, Sara**

Access the web link beneath to download and read "The Financial Times Guide to Business Start Up [Taschenbuch] by Williams, Sara" PDF file.

[Download ePub »](#)

**[PDF] Your Credit Score: How to Improve the 3-Digit Number That Shapes Your Financi.**

Access the web link beneath to download and read "Your Credit Score: How to Improve the 3-Digit Number That Shapes Your Financi." PDF file.

[Download ePub »](#)

**[PDF] The Ultimate Beer Guide: Western Edition 2017: The Best Craft Brewers, Brew Pubs and Beer Bars in the U.S. West**

Access the web link beneath to download and read "The Ultimate Beer Guide: Western Edition 2017: The Best Craft Brewers, Brew Pubs and Beer Bars in the U.S. West" PDF file.

[Download ePub »](#)