

How We Started Juicy Couture For \$200 And Turned It Into Global Brand



The Glitter Plan: How We Started Juicy Couture for \$200 and Turned It into a Global Brand by Pamela Skaist-Levy

★★★★☆ 4.6 out of 5

Language	: English
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In 1994, two friends, Pam Skaist-Levy and Gela Nash-Taylor, founded Juicy Couture with just \$200. The two women had a passion for fashion and a dream of starting their own business. They started by selling their designs at local flea markets and boutiques. Within a few years, Juicy Couture had become a global brand, known for its signature tracksuits, handbags, and accessories.

Skaist-Levy and Nash-Taylor's success was due in part to their unique approach to fashion. They created clothing that was both stylish and comfortable, and they targeted a young, fashion-forward audience. They also had a knack for marketing, and they quickly built a loyal following of customers.

In 2003, Juicy Couture was acquired by Liz Claiborne Inc. for \$90 million. The acquisition gave Juicy Couture the resources it needed to expand its reach and become a truly global brand. Today, Juicy Couture is sold in over 100 countries around the world.

Skaist-Levy and Nash-Taylor's story is an inspiration to anyone who dreams of starting their own business. It shows that with hard work, dedication, and a little bit of luck, anything is possible.

Here are some of the key factors that contributed to Juicy Couture's success:

- **Unique approach to fashion:** Juicy Couture created clothing that was both stylish and comfortable, and they targeted a young, fashion-forward audience.
- **Knack for marketing:** Skaist-Levy and Nash-Taylor quickly built a loyal following of customers through their clever marketing campaigns.
- **Acquisition by Liz Claiborne Inc.:** The acquisition in 2003 gave Juicy Couture the resources it needed to expand its reach and become a truly global brand.

Here are some of the lessons that can be learned from Juicy Couture's success:

- **Follow your passion:** Skaist-Levy and Nash-Taylor started Juicy Couture because they had a passion for fashion. They didn't let anyone tell them that they couldn't succeed.
- **Be persistent:** Skaist-Levy and Nash-Taylor didn't give up on their dream, even when things were tough. They kept working hard and eventually they achieved their goals.

- **Be creative:** Juicy Couture's success was due in part to their unique approach to fashion. They created clothing that was both stylish and comfortable, and they targeted a young, fashion-forward audience.
- **Build a strong team:** Skaist-Levy and Nash-Taylor had a strong team of people who helped them to achieve their goals. They surrounded themselves with people who shared their passion for fashion and who were willing to work hard.
- **Don't be afraid to take risks:** Skaist-Levy and Nash-Taylor took a risk when they started Juicy Couture. They didn't know if their business would be successful, but they were willing to give it a try. Their risk paid off and Juicy Couture became a global brand.

Juicy Couture is a true success story. The company was started by two friends with a dream, and it has grown into a global brand. Juicy Couture's success is due to its unique approach to fashion, its knack for marketing, and its strong team of people. The company's story is an inspiration to anyone who dreams of starting their own business.



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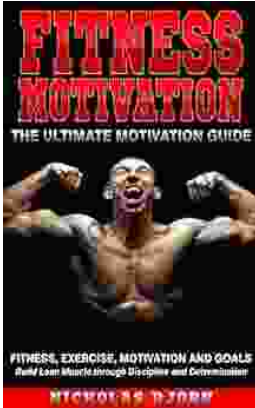
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