

VIBE CONSULTING

June Newsletter



LETTER FROM MARIA

Summer is here!



Welcome to the first edition of our newsletter. I am so excited to start this! Down the road you will see the newsletter expand with more tips, ideas, culture, and just plain all great content.

I am even more stoked that we are developing a website dedicated to all you fashion entrepreneurs club members. We will be saving all our webinars going forward as downloads you can watch and re-watch whenever you like. We are also introducing a resource page with industry experts who can help you establish and build your businesses. The key is that this website will be dedicated to business owners success!

Summer is the beginning of new life. I love seeing the sun come out and the cold weather coming to an end. It is exciting because it heralds in the beginning of warm weather and being outdoors. I find I have more energy to do things. My mind is wide open and I feel so optimistic.

That is what I want for all of you. Optimism as you set out to conquer the world. So I hope you enjoy all the changes.

Happy Summer!
Maria

FASHION TRENDS

In Black and White

Color in fashion is big...we are getting bolder and more colorful.

In fact even in New York where black has always been the choice of color we are seeing more and more people stepping out in colorful outfits in recent year. It has been trending for several years and I see no signs of it slowing down. Yet, I sense that it is time to incorporate black and white into your collections for Spring 2020. I like the combo of the two colors but also stark white and strong black pieces by themselves.

When you look at the collections from the Fall 19 runway shows you can see that black and white is prevalent.

CHANEL KILLS IT IN WHITE.



MARK JACOB MAKES A STATEMENT!



ALTUZARRA MAKES BLACK LOOK FRESH!



PATH TO SUCCESS

Marc Jacobs is a name that has been on every type of fashion item, from clothing to make up. He has held multiple positions in the industry and is always a name that pops up in the world of fashion.

Many fans of his products probably don't know that his love of fashion stemmed from working at a clothing store before he could drive and that his grandmother was pivotal in one of his first big job opportunities. His fashion experience stretches back to his teenage years when he worked at Charivari, a New York boutique, at just 15 years old. Jacobs graduated in 1981 from the High School of Art and Design in New York City, and moved on to attend Parsons School of Design.

While talking with Teen Vogue, he mentioned his crew of other goal-oriented fashion friends in college. One thing that everyone in this business learns early on is the importance of surrounding yourself with people that have the same mindset as you, so that you can push and motivate each other.

His graduate collection from the college consisted of sweaters that his grandmother knitted herself. It was that collection that piqued the interest of Barbara Weiser, the owner of Charivari, and resulted in the sale of the sweaters at her shop.

This goes to show that sometimes all it takes is one piece or concept to attract the right attention. Just one idea for a line of dresses or heels can launch something incredible if someone important takes notice.

Before he created his own brand, Jacobs worked with labels such as Sketchbook and Perry Ellis. It was at the latter where he created the spring/summer 1993 "grunge" collection that resulted in him losing his job just four months later. Though many would assume that losing a job meant your idea was an overall failure, it turned out to start a lasting trend. Grunge is still a fashion style embraced today.

In a New York Times interview, Jacobs said, "I'd never had any idea I'd be fired. But it's still my favorite collection, because it marked a time when I went with my instincts against instructions, and I turned out to be right."

This is a prime example of a bump in the road on the way to success. No one reaches the top without some problems on the way there. You have to stay motivated and not dwell on what has gone wrong, but trust your vision and the steps it will take to get you there.

The list of awards that he earned goes on and on, from being the youngest recipient of the CFDA's Perry Ellis Award for New Fashion Talent to the Geoffrey Beene Lifetime Achievement prize. He launched his first company with Robert Duffy in 1993, titled Marc Jacobs International Company, followed up by Marc by Marc Jacobs in 2001. In 1997, he started his 16-year position as creative director of Louis Vuitton.



For more information, check the sources for this blog post below:

<https://www.nytimes.com/2015/08/20/t-magazine/who-is-marc-jacobs.html>

<https://www.vogue.co.uk/article/marc-jacobs-biography>

<https://www.teenvogue.com/story/marc-jacobs-92y>

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