

# VIBE CONSULTING

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## September's Newslet-



## LETTER FROM MARIA



HeyThere!

It is now September and while summer isn't officially over once Labor Day hits in the United States it feels like it's over. Kids returned to school and Summer Fridays have ended. It's time to get back into the swing of things. And what is more likely to make us feel new beginnings than Fashion Week?

Fashion week this year runs from September 5th to the 13th. Many top designers such as Carolina Herrera and Marc Jacobs will be showing their Spring 2020 collections on the runways. These runway shows are usually quite spectacular and really set the pace for the fashion of the season.

"The biggest news for the spring 2020 collections is that NYFW will be on a shorter official schedule, down to six days of shows listed on the calendar released by the Council of Fashion Designers of America. The initiative to trim down the schedule was spearheaded by the CFDA's new chairman, designer Tom Ford, who assumed the role from longtime CFDA head, Diane von Furstenberg, in June" – WWD.

There are also small runway shows that range in prices from under \$1,000 and up for those lines that want exposure but don't have a lot of money to spend.

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## LETTER FROM MARIA CONTINUED

For those that want to consider doing a small fashion show remember that not that many main publications, stores, and influencers attend the small shows. So do your homework and put a lot of effort into getting the media and stores that you want to see...attend.

Next up are the women's trade shows. UBM, which owns several major, shows such as: Coterie and Moda runs their shows from September 15th to 17th. At these shows retailers from around the country and even a small amount from other countries come to see Spring 2020 from the different manufacturers. Trade shows may not be as busy as they used be but are still a great way to reach many stores in one fell swoop. Again don't rely on the show owners to bring traffic your way. Marketing to retailers, media, and influences is something you must do in a major way in order to have good results.

A lot of us rely on bring a lot of business in the month of September. So good luck to those that have high expectations for September.

Cheers,

Maria



# FASHION TRENDS

## Denim on Denim

Denim has been around since the late 1800's. In Fashion everything old is always new again with a twist. The big trend to carry on from Summer to Fall 2019 is the denim on denim trend. First making a big splash in the 60's, and then a resurgence in the 90s and 2000s: denim on denim has been a controversial trend. However, I believe it can be a wardrobe staple if done right.

This is something to consider when designing for Fall 2020. See how you can incorporate this into your future collections.

**RAG & BONE PUTS A NEW SPIN ON INDIGO WASH DENIM**



**SAINT LAURENT'S DISTRESSED MINI SKIRT AND FADED DENIM JACKET WILL BE A FALL STAPLE.**



**ADAPTATION PUTS A CLASSIC SPIN ON THE ACID WASH DENIM LOOK.**



**60's INFLUENCE STANDS OUT IN THIS GRLFRND DENIM PLAYSUIT**





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# PATH TO SUCCESS

No matter how great your outfit is, or how trendy your shoes are, no outfit is complete without jewelry. If designer gemstone earrings and necklaces are what you are looking for, than look no further than Kendra Scott.

Scott is a 45-year old Texas-born mother that started a jewelry company 17 years ago.

Her previous design endeavor began when she was a teenager. She started a hat company, "The Hat Box," at just 19 years old, but moved on from it after five years and closed up in 1997.

She started her jewelry brand out of her spare bedroom in 2002 while on bed rest when she was pregnant with her first son (she would later go on to have two more.) She began playing around with gemstones and creating pieces as a hobby. The company started with her spending just \$500 to purchase some stones.

When you have a family, it's hard to think about such a time-consuming task like creating and running a company. But it's good to make time for your passion because you never know what could come out of it. It's also completely okay if it's not your only priority.

"I'm a mom first," she told CNBC in 2013.

Her hobby that she used to pass the time when she was out of work sparked her interest in creating something new. Inspiration can strike at any time and any place.

She wanted to find a sweet spot in the industry. She was determined to make jewelry that was high quality without being outrageously expensive. Scott proved that you should take note of what's lacking in an industry, and figure out how to fill the gap.

"I really felt like there was a white space in the market in the jewelry industry. There was very, very overpriced things that I couldn't afford at the time or very inexpensive, cheaply made that kind of fell apart when you bought it," Scott said in an CNBC interview.



# PATH TO SUCCESS

seven people on her team. After selling through retailers for the first few years, she opened up the first Kendra Scott Designs store in 2010, and have expanded across the country ever since. Her pieces are still found in department stores and boutiques around the globe.

One of the most fascinating aspects about Scott's company is the work environment she surrounds her employees with. I'm not talking free coffee and donuts every Monday. Her headquarters on South Lamar Boulevard in Texas are equipped with amenities such as a smoothie bar, a nail salon, a snack kitchen and a gym.

She is a prime example of treating your employees well in order to get the best work possible. Make your employees excited to come into work everyday and you will get incredible results in return.

Scott was the winner of the Accessories Council 2017 Breakthrough Award and the EY Entrepreneur of the Year 2017 award.

According to Owler, her business brings in an annual revenue of \$160 million with more than 2,000 employees.

For more information, visit [kendrascott.com](https://www.kendrascott.com).

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