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An Inspirational Leader: Vera Wang

“When you have a passion for something then you tend to not only be better at it, but you work harder at it too.” These wise words of Vera Wang help me become more determined and motivated about my future every day.

Vera Wang is known to be one of the most famous fashion designers all around the world. “She’s a 60-year-old in black leggings and booties, a designer who sells \$800 tank tops at Bergdorf’s and \$30 T-shirts at Kohl’s. An independent party in the age of the multi-brand luxury empire. Which is exactly why Vera Wang may be the great fashion hope for the modern thinking woman” (Departures). To get to where she is today, Vera Wang made sure that she worked her way to the top. Born and raised in New York City, she attended Sarah Lawrence College and graduated with a degree in art history (Bio). She worked at *Vogue Magazine* for about 15 years where she was an assistant and fashion editor (BOF). However, after getting rejected from being the editor-in-chief for the magazine, she decided to work for Ralph Lauren- a fashion designer (BOF). It was during the year of 1990 where she started her legacy of bridal designs and from then on it is all success (BOF). Having the opportunity to work at a major fashion magazine and Ralph Lauren absolutely helped her open doors and find **opportunities** to help gain the confidence and reassurance that she can be whomever she wants.

Vera Wang is definitely one inspirational leader. For one thing, she is one of the most admirable fashion designers today and from when she was younger, it was always a dream. With her business flourishing day by day, evidently, she is doing something right. She is creative, and “likes to add edge”; she is unique with her work (Departures). **Uniqueness** is key to success nowadays; it helps benefit with manager’s **performance**. Before she started her own business, she had some experience with fashion, so she knows what will help her get noticed. Her experience helps her be **efficient** with her work. Vera Wang is not only in the United States, but her work is also seen globally. Indeed, **globalization** helps her business expand each and every day. Also, being able to **network** with the media today is truly beneficial. Social networking is definitely one of the main **strengths** that Vera Wang’s business possesses because of how popular it is today. “Vera Wang collaborates with leading global partners, directly employs more than 200 people and manufactures the majority of its bridal collection in company-owned workrooms in the United States” (Vera Wang).

With her collaborations, **diversity** is very significant to success. Another thing is that Vera Wang cares about her employees, she wants them to become successful and **work as a team** to enforce structure and fairness. She is the leader of her team, but she enjoys being **cooperative** and being able to ensure that they enjoy their job and work hard.

Unfortunately, with all the outstanding strengths that Vera Wang and her business possess, there are some weaknesses that can be identified. From personal experience, her merchandise is very expensive, and from a consumer’s point of view, it is difficult for me

to purchase her work. Although I would love to represent her fabulous work, it is hard for me to even purchase a shirt. Quite frankly, from my own point of view, I feel that she may only favor to the wealthy and not even realize it. Yes, her work is upscale retail; however, sometimes a designer should realize that not all people could afford it. According to the New York Times back in 2007, Vera Wang was struggling with Kohl's and allowing them to advertise her work. Basically, her work flourished so quickly that she was lacking resources, such as cash, to help expand her business on her own (NYT). Her competitors also strike her weaknesses. Because she basically started one day and blossomed the next, her competitors are all other high-end fashion designers. For example, Christian Dior, Dolce Gabana, Giorgio Armani and many more compete with Vera Wang (Reference for Business).

As an undergraduate college student, I have had many experiences in being a leader. However, one of them has really taught me about responsibility, teamwork, and even learning about strengths and weaknesses about my leadership skills. For about 5 years now I have been a camp counselor over the summer. Now, being a camp counselor is not the easiest job in the world when you work with 7-8 year old girls. In order for me to be the best leader I can for my girls, I need to make sure I am responsible and cooperative. Just like Vera Wang, I need to be cooperative with the girls and even my coworkers.

There are so many important factors that are needed for being a great camp counselor as well as a successful fashion designer. She works hard to satisfy everyone's needs, when I do the same thing to please my campers and as well as their parents. I need

to be diverse and not favor one camper over the other. Vera Wang needs diversity in her company to help expand her greatness. By working with children, opportunities arise. I feel that more opportunities arise when I work to new children each summer, see more diverse cultures, and also meet more wonderful people. Vera Wang sees opportunities from her previous experiences that helped her become the great success that she is today.

Furthermore, Vera Wang is definitely one inspirational business leader. Because of all her strengths and experiences, she is a great influence to many people. Her leadership experiences can relate to many people such as mine. Learning all about her has helped me realize that I can seriously take advice from true leaders and relate to them every step of the way.

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