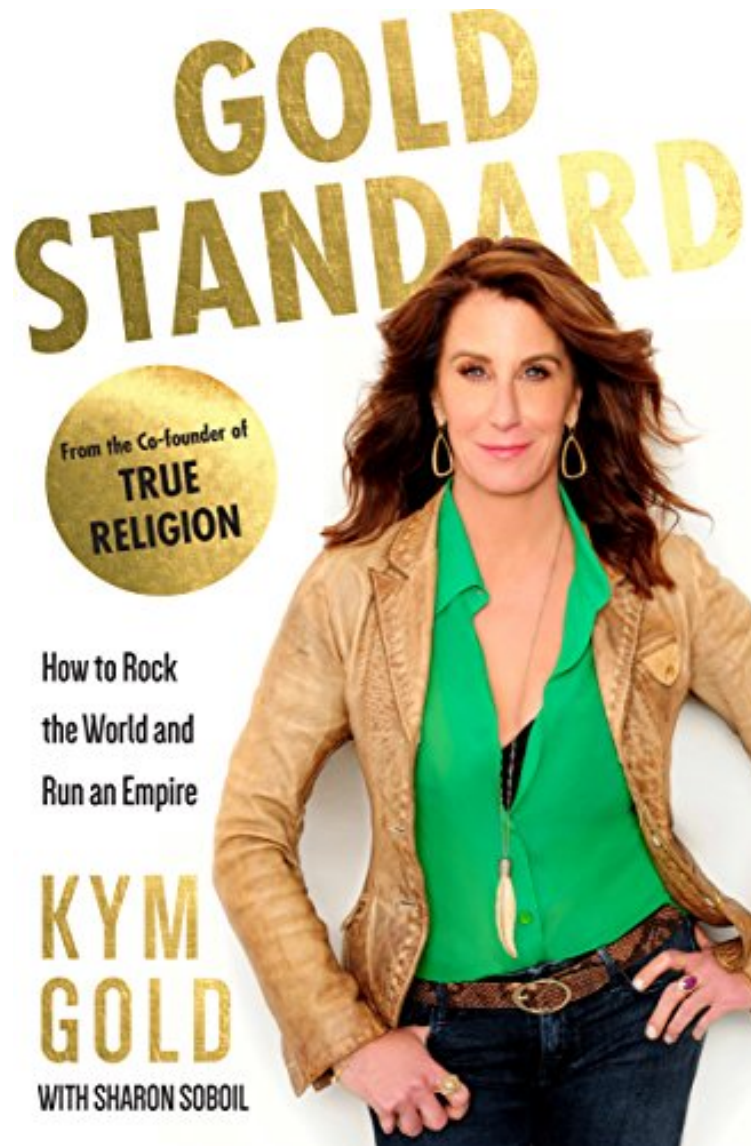


(Ebook pdf) Gold Standard: How to Rock the World and Run an Empire

Gold Standard: How to Rock the World and Run an Empire

Kym Gold

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Kym Gold : Gold Standard: How to Rock the World and Run an Empire before purchasing it in order to gauge whether or not it would be worth my time, and all praised Gold Standard: How to Rock the World and Run an Empire:

2 of 3 people found the following review helpful. Something for everyone to relate to learn from By Susan M. I finished this book in a couple of hours on a Sunday afternoon....I couldn't put it down! Written with honesty and integrity. As a women in business, yet not having started my own company, I could relate to so many of her recounts. Kym's experiences have raised my level of awareness of some of the missteps women make in business - not listening to our intuition and second guessing what we know to be true. Not taking credit for the successes we are responsible for may

many times lead to an opportunity for someone else to allow perception to be truth. I also hope it continues to bring to light the fact that the board room and c-suite are still not level playing fields for both sexes. I appreciate that she shared her story so that many other people can learn from Kym's experiences. 0 of 0 people found the following review helpful. Woman Power! By Claudia I love it! Still reading it :) 1 of 2 people found the following review helpful. A Must Read for Women-Entrepreneurs By azmara Honest, witty, with no sugar-coating! This behind-the-scenes, tell-all is an inspirational book for anyone breaking into the fashion industry (or women entrepreneurs in general). Kym shows that vision, instinct, belief in your ideas, relationships, rigor, and good old-fashioned *smart*, hard-work can rocket your business to success. The book also addresses the age old question, "Can women really have it all?" You'll find out, but I won't give any spoilers. I definitely recommend it!

Kym Gold's mantra "never settle for a no, always look for a yes" is what led her to co-create True Religion Brand Jeans, a major retail clothing company which she sold for close to a billion dollars in 2013. In *Gold Standard*, she finally gives her side of the story of how the once fledgling jeans company that nobody wanted, went on to become a giant, revolutionizing player in the fashion industry. As having to constantly arm herself in the "boys club" world of the fickle fashion business, Kym went from being one of True Religion's majority shareholders, and their lead female clothing designer, to being both served divorce papers by her partner, and having her company ripped from under her, within an hour, on Valentine's Day in 2007. Since then she has climbed back up the ladder and catapulted into the coveted 1% of the richest Americans. In *Gold Standard*, Kym's savvy business and fashion branding experience of thirty years gives a behind the scenes look into the always changing fashion industry. It also mixes in her compelling personal journey, a compassionate view for women under the pressures of holding together a career, finances, family and trying to balance it all. Kym motivates readers to throw the gold gloves on and put up a fight.

Select Advance Praise for *Gold Standard*: "I have continually seen [Kym's] vision and decisiveness in action. She always takes action on her instinct and seems to win time and time again." —Mark Burnett, Producer "Kym is such a visionary. We have a mutual respect for each other in each of our business ventures. Her fashion sense and business acumen are undeniably spot on." —Randy Jackson, Music Producer "A cursory look at Kym's achievements in business will leave one in awe; that's a given but that she achieved those things without losing who she was, is what impresses me about her." —Leah Remini, Actress "Even before True Religion really came in to being, Kym would drop off jeans to my house in the hopes I would wear them for promotion. When it comes to building a business, Kym would do whatever it took to make it successful. It is truly an inspiration for sheer perseverance." —Eric Benet, Musician "Few women entrepreneurs have been as successful as Kym Gold, and her personal story is riveting. She has braved the turbulent waters of extraordinary success and excruciating losses, great loves and terrible betrayals, all with edginess, a rawness and an authenticity that makes her a formidable force. Her book is a front row seat to huge upheaval not only in her own life, but in American business as it comes to grips with the kind of woman who is here to change the game." —Marianne Williamson, Author, Speaker, Activist "Both Kym and I worked in the denim industry when premium denim was just starting to take off ... As a designer, Kym's vision was always out of the box, she was definitely a leader, not a follower." —Peter Koral, Co-Founder, 7 For All Mankind Jeans "Kym Gold is a driving force in fashion. She created a design empire and her bold brands are known worldwide. Pop stars have even written and sung about True Religion and the iconic jeans she designed. I have known Kym as a friend and colleague for over 30 years. When Kym talks about design and business, people sit up and listen. Beyond her rock star appeal and style in fashion, [she is] independent, smart and talented." —Holly Robinson Peete, Actress, Author, Philanthropist "Kym is always at the forefront of fashion while she effortlessly creates brands, and starts trends. She is a true visionary, a dynamic entrepreneur and leader. Her innate ability to design the next trend and build brands has left a meaningful, powerful footprint in the fashion industry." —Lisa Kline, Clothing retailer "Kym Gold is an inspiration for women. Beyond being a visionary entrepreneur, celebrated fashion designer, and philanthropist is [her] ability to infuse a mother's heart in all she does—generous, gracious and grateful." —Alice Crisci, Founder, Fertile Action