

# Eileen Fisher DID THAT



# Background Info

- American Clothing Designer and Founder of Eileen Fisher
- Born June 6, 1950 in Illinois
- Founded in 1984 in New York



# Inspiration

- Her love for sustainability ( Fashion Industry is 2nd pollutor next to oil industry )
- Wanted simple and chic pieces that were flattring
- Grew up with her mom sewing and creating clothes
- Fabric stores with Mom
- The Japanese Kimino

But Fisher is not in the fashion business. "We're in the clothing business," she says. "The word 'fashion' connotes fast-paced and planned obsolescence, the throwaway culture. That annoys me." She winces at the thought. We're sitting in

# While Creating her Business/Complications

- Anxiety
- Committing to a booth bc fear of rejection
- No name, no fabric nothing. Just designs on paper ( 4 designs )
- Free lance graphic designer
- Constantly traveling
- Language barrier



# Her Personal Life

- She went to a Catholic school
- Was a math major switched to interior design
- She had her son Zac and sasha a year later
- Turning point: meeting Susan Schor
- Sold her company to her employees through a employee stock ownership plan
- Currently head creative designer at Eileen Fisher

# Process and Funding

- Funded by American Express
  1. Have an idea
  2. Get feedback and think of opportunities and budget
  3. Build product
  4. Get feedback and make adjustments till it is perfected
  5. Write business plan
  6. Decide on a legal entity
  7. LAUNCH IT

# ME :)

- Why I choose her : recognisable name
- I didnt know she went was a free lance graphic designer
- Background moves others about having to find the perfect life
- Seize every opportunity you get because you dont know what the future holds