

The Business of Aesthetics

fwa.org/spotlight/the-business-of-aesthetics/

As the President of VERA WANG GROUP, how do you set strategy and guide the brand? How do you balance the artistic and commercial side of fashion? And, how do you work with Vera Wang herself, allowing for the full creativity of the iconic designer while steering the business?

Stacy Lauren Musi and the FWA Executive Leaders Committee proudly presented “THE BUSINESS OF AESTHETICS,” an intimate conversation with **Veronique Gabai-Pinsky**, the President of Vera Wang Group.

Veronique is a brand builder who bridges creative thinking and business acumen. Prior to taking the helm of Vera Wang, she spent eleven years at The Estee Lauder Companies, where she was Global President of Aramis Designer Fragrances, Beauty Bank and Idea Bank. She also has startup experience, led Marketing for Guerlain, and built the Armani fragrance franchise.

The conversation was deftly moderated by **Pauline Brown**, a well-known name in Fashion and Beauty. Pauline was Chair of North America for LVMH Moet Hennessy Louis Vuitton, the world’s leading luxury goods company. Before that, she was Managing Director at The Carlyle Group, a leading private equity firm, and spent her early career at The Estee Lauder Companies. Pauline recently brought her industry prowess to academia. She serves on the faculty of The Harvard Business School, where she teaches “The Business of Aesthetics,” a course that she designed for graduate students.

The event included an evening of champagne, networking and shopping with VIP treatment at Vera Wang’s gorgeous Soho store, which featured Vera Wang’s Ready to Wear Collection.

Note: The FWA Executive Leaders Committee is designed to provide peer-to-peer networking for senior-ranking (Managing Director and above) members and non-members. If you qualify and would like to be added to the mail list, please contact the FWA Executive Leaders Committee co-chairs.



(l-r) Pauline Brown interviews Veronique Gabai-Pinsky, President of Vera Wang Group