

Words of design wisdom from Vera Wang

1. It's not just about what you design, it is who you dress.

Wang tackled the red carpet long before she launched her runway collection. Who can we dress?

2. Timing is everything.

Even though her preference was for _____, the opportunity in ToP design in the late '80s-early '90s was _____ because those were big, expensive show-stopping pieces. Now, Wang says, in this era of _____, she'd probably do the reverse and start with _____.

3. Luck helps too: It's better to be lucky than smart.

Sometimes the big break comes from something out of your control. Wang points to Jason Wu, designer of Michelle Obama's inaugural gown and many more outfits since then. What are some examples of luck in our ToP design world?

4. Nothing is new in *facilitation design*; its about how you reinterpret it.

There are only so many ways a garment can be sewn to be functional and flattering, Wang says. What can we do to twist it to make it our own?

5. It's not about the money. It's about the money - always.

"We creative people don't like worrying about it, but to be in business today, you have to face the reality of the business climate," Wang declares. "I've redefined my business model constantly." Give a catchy name to the ToP business model.

6. Relevance is relevant.

"Women don't run around in ball gowns, I'm sorry to say." What's our relevance?

7. Everyone deserves *good design* at any price.

No matter how much good design costs - high or low - it's an investment on the part of the client, and she should be getting something (finish the sentence) _____.

8. Fragrance is about the most personal thing a person can wear.

"Fragrance makes a statement about who you are," says Wang. Name our fragrance.

9. A pair of shoes or boots can create attitude in a second.

What do we have in ToP design that shouts attitude?

10. Fashion is expressive.

"Twenty years ago, fashion was all about rules: You wore a pump to a luncheon and a certain Hermes bag. Now it's about what works for you - be preppy, downtown or Goth, or be all of those on a given day." What rules have we shed?

11. In design, all people have is their own barometer to guide them.

Wang says if she isn't "feeling" a particular color or silhouette - no matter how popular - it won't work in her collection. If she doesn't believe in something, how can she convince others to? Share a story where this played out in your ToP design.

12. Winning her over is all that matters.

If the woman feels pretty and sexy, she is pretty and sexy. What are our 'winning over' tools and strategies?