**How do People start a Business?**

**Business: Fashion**

**Diane von Fürstenberg & Wrap Dresses**

Who she is

Diane von Furstenberg is a Belgian fashion designer known for her wrap dress. She initially became famous in 1969 when she married into the German Prince, Egon von Furstenberg.

Her story

Diane Von Furstenberg started her career as a model, then at the age of 22 she discovered an interest in the design sector of the fashion industry, and originally produced basic pieces such as T-shirts, shirt dresses, and the two pieces from which the wrap dress later evolved.

Von Furstenberg’s wrap dress debuted in 1974. The original design was a long-sleeved silk dress featuring a fitted top and a skirt that wrapped around the body to tie at the waist. By 1976, millions of wrap dresses had been sold, and as a result of this retail phenomenon, von Furstenberg appeared on the cover of Newsweek magazine in March 1976 and The Wall Street Journal.

After her great success in the 1980s she decided to sell her company and take a break from fashion. She was free personally and enjoyed her time with travelling and thinking about the future, but she felt un happy that what the brand that bore my name had become.

She knew her wrap dress had tremoundess staying power and in mid nighties all hip models began to buy her dress in the vintage shops she saw a opportunity to do it all over again theres times she doubted her self but she knew that the thing that stood between her and rebuilding her brand and reclaiming her future was **a fear of failer a fear maybe fashion world wouldn’t take her seriously** or make her second attempt would fall flat and her early success seem like a happy coundedince

But considering all this she remembered what her mother told her and u should remember this to “Fear is not an option.” It felt hard for her that the brand she made was no longer a reflection of her or he r taste but she made it and theres no short cuts to success But she felt it was crucial to regain control of it, to restore its spirit and be honest ,so she did. The wrap dress was a huge success, and has become a signature element of her collection. And now she empowers a generation of women all around the world if she failed she would’ve had no regret to the least she tried now to realize the only thing to regret is something you didn’t do or atleast try to do and she inspires every woman who they want to be

Her passion is fashion and empowering a generation of influential women. She became a role model a modern powerful female designer—to other women, both inside and outside the fashion business, would look for inspiration. With the success of the wrap dress, she opened cosmetics shop on Madison Avenue in 1975. Two years later she introduced a line of home furnishings. To show everyone if you believe in what your doing you will achieve

"**Passion and persistence** are what matter. Dreams are achievable and you can make your fantasy come true, but there are no shortcuts. Nothing happens **without hard work**." Words by Diane von Furstenberg.

"Even if I had failed, I would have no regrets. I now realize that you only regret the things you don’t do. ." Words by Diane von Furstenberg

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