



## EXPERT INTERVIEWS

One of my favorite facets of the LBU program is our Expert Interview series. Each week, I tap the mind of an industry heavy-hitter who shares intimate wisdom with my students. These interviews are a fantastic source of inspiration and I'm always impressed with the authenticity + transparency of our guests. When I say they share, I mean they really share and it's all designed to help you avoid the pitfalls along the journey by walking through real-life scenarios. We have an INCREDIBLE line-up for the winter semester... scroll down to see who's coming to the party to help cheer you on!

### PRELAUNCH INTERVIEW



#### **LELA BARKER: BELLA LUCCE** **The Journey of Bella Lucce**

I launched Bella Lucce more than a decade ago, as a broke single mom of two tiny toddlers. Today, Bella Lucce has blossomed into a 7-figure, award-winning international beauty brand with distribution in more than 1200 spas + salons around the world. It's been a wild ride and there's definitely a book in here somewhere! In this interview, I'll share the good, the bad and the ugly of my journey through never-before-shared stories. From million dollar trademark disputes to crazed employees and from six-figure missteps to my travels to more than 30 countries, I'll share a revealing look at what it's like to grow a creative brand from the ground up.

### WEEK 1: PRODUCT DEVELOPMENT + PRICING



#### **PADRAIC RYAN: RYAN DESIGN STUDIO** **Building a Website that Works for Your Business**

Padraic has designed more than 500 custom sites over the last 11 years and his knowledge of e-commerce trends + SEO is virtually unmatched. The Jedi Master of e-commerce + web design joins LBU to share how we can create websites that empower us to work smarter, not harder. He details multiple strategies for creating intuitive + streamlined online experiences that win over wholesale buyers.



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### WEEK 2: BRAND DIFFERENTIATION + IDEAL CUSTOMERS

#### SHARON MCMULLEN: INK & MORTAR The Essence of Effective Branding



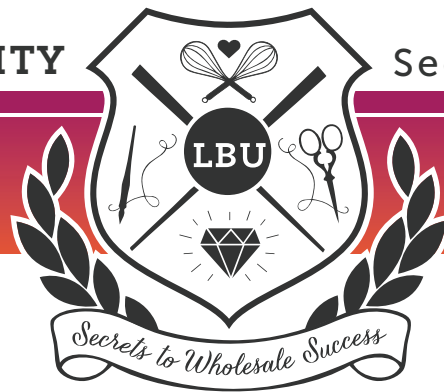
You can infuse your business with the very best wholesale strategy on planet earth, but if your branding isn't strong, then it's all for naught. The longer I teach LBU, the more certain I become that effective branding is the cornerstone of success. I'm particularly excited to welcome Sharon McCullen to LBU for a candid discussion about what comprises good branding and how you can infuse your business with a trademark style that resonates with your ideal customers. And Sharon should know... she's done branding work for some impressive companies. Anthropologie, anyone?

### WEEK 3: IMPLEMENTATION WEEK

#### DONNA MARIA COLES JOHNSON: INDIE BUSINESS NETWORK: Social Media Success Blueprint



I like to think of Donna Maria as the godmama of indie business. In 2000, she left a lucrative career as a corporate attorney to establish the Indie Business Network, a trade organization offering mentoring, coaching and product liability insurance to Makers and Handmade Entrepreneurs. Donna Maria is a leading small business expert with a unique social media expertise, and was named by Forbes as one of the "25 most influential women Tweeting about Entrepreneurship." Having amassed 31,000+ Twitter followers, 5,100+ Facebook Likes, and thousands more through additional social media outlets, "dM" will share strategies for communicating your brand + building relationships through social media.



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### WEEK 4: DESIGNING YOUR WHOLESALE PLAYBOOK



#### **JAMYLA BENNU: OYIN HANDMADE** **The Secrets Behind a National Launch at Target**

Having just landed her hair care collection at Target stores nationwide, the divine Ms. Bennu walks us through bootstrapping her company, how she got her foot in the door with a major national retailer + how she's managing a growing empire without sacrificing her sanity. Jamyla is refreshingly transparent, sharing hard-won knowledge, from the exact dollars + cents of the deal all the way down to the pitfalls and timelines.

### WEEK 5: THE ART OF THE PITCH



#### **ANGIE MYUNG: POKETO** **Crawling Inside the Mind of a Buyer**

Poketo is an online destination and brick + mortar shop for design-driven wares that take art off the gallery walls and into people's lives. Angie founded the company in 2003 and has grown it into a leading lifestyle brand, including 3 curated collaborations with Target and a 2014 pop-up collaboration at flagship Nordstrom stores. Angie will be rolling up her sleeves to discuss the do's + don't's of catching a buyer's attention.

### WEEK 6: IMPLEMENTATION WEEK



#### **MICHELLE KOHANZO: THE LAND OF NOD** **The Future of Retail**

The Land of Nod is America's most forward-thinking + design-savvy catalogs for kids. A creative brand under the Crate & Barrel corporate umbrella, the Nod has become synonymous with modern design while creating captivating customer experiences. We're super-excited to welcome the company's top brass to chat about what it's like to work with major national retailers + the future of retail.



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### WEEK 7: NEXT LEVEL WHOLESALE STRATEGY



**ALANA RIVERA: ETTA + BILLIE**  
**Brand Evolution + Working with Big Retailers**

Alana's small batch bath + body products have been sold through notable national retailers, including: Urban Outfitters, Banana Republic and Terrain, charting remarkable growth after a 2013 rebrand. This bath + body rock star walks us through the lessons learned through that brand evolution and shares insight about how she knew it was time to move out of the house and into a workshop.

### WEEK 8: MASTERING THE ART OF THE TRADE SHOW



**KRISTEN LEY: THIMBLEPRESS**  
**Building Trade Show Buzz**

This rising star on the stationery scene joins us to talk trade show strategy gleaned from multiple trade show appearances, from Chicago to New York. Kristen shares the secrets to landing Thimblepress products in 200+ stores nationwide, including her strategy for building huge promotion before buyers every stroll onto the trade show floor. She's a true Southern Belle and one of LBU's most popular guests!