

05:00:55 [mws Sylvia seated in office]

Sylvia: ...Without help I wouldn't have a business at all.

05:01:02 **Int.:** Of course. No one would hold that against you. No one could pretend they did it all without any help.

Sylvia: And it all has to do with your work ethic too. If you're not willing to roll up your sleeves and get in there you're not going to go very far. You can have all your investors, you can have the start up capital, but if you don't work hard for more you're never going to get anything out of it. That's how a lot of people... stagnate.

05:01:27 **Int.:** Tell me about your company. Tell me what it is you do.

Sylvia: My company is a fashion public relations company called E & Y Fashion Public Relations. We work with fashion designers to help them get the publicity they need. Designers give us new samples each season from their collections and we promote those collections in fashion magazines and with celebrity placements.

05:01:54 **Int.:** Ok, so first the obvious question: why is publicity like this so important to the designers you represent?

Sylvia: These days there's so much competition for designers, there are so many other designers out there. There's so much competition. It's really important to get their --

05:02:16 It's really important for designers to have publicity for their collections, because there's so much competition that they need to have it out there, they need to have the editors see their pieces ahead of time before they're even in the stores, so that it can come out in the magazines. Because there's about, it takes about three months for it to get published if it's shot for a magazine. So when it comes out and then it's available in stores that's when people are really going to pick up on it, they're going to see a celebrity wearing it and they're going to want to buy it themselves.

05:02:52 So it really is a great thing for sales indirectly.

05:03:01 **Int.:** Now, you told me that you don't just represent anybody, you're selective. So with that thought in mind, why would you pick this company?

- Sylvia:** I thought would be great, I think it's always good to have a casual line, especially in LA, because things are a little more low key. You don't always need to be in a cocktail dress or an evening gown. And I just thought it was really great to have simple pieces like t shirts, tank tops, hoodies. It was just a really fun collection that I thought everybody would like, and they have.
- 05:03:35 And the editors have been... they love shooting it, because there's so many different things you can do with it. The celebrities really like to wear it, because it's comfortable, because it's a t shirt pretty much, but it's still glamorous, because she has all the glitter and everything.
- 05:03:56 **Int.:** You touch on this a little bit, but tell me, what's the response to this line from stylists?
- Sylvia:** Stylists really like it again because they can, when they arrive at a photo shoot a lot of times they don't know the direction that the photographer is going to go or the subject themselves want. If it's going to be models for an editorial. So they can dress it down, or they can dress it up. They can put it with, like I was telling you earlier, an evening skirt to make it look like it's an evening dress. Or they can put it with some shorts. So there's so much you can do with it.
- 05:04:54 **Int.:** What makes it a good line?
- Sylvia:** I think what makes it a good clothing line is that you can do so many different things with it. You can put it with an evening skirt, an evening ball gown, and it can look really cool for a young girl to wear to an awards show down the red carpet, or you could wear it with shorts to go to lunch on Rodeo Drive. So you could pretty much do anything.
- 05:05:17 And it's for young women, but it's also for more mature woman. So it really works for everybody.
- Int.:** Can you tell me how challenging it is to work with designers, in the states in general and in LA in particular.
- 05:05:29 **Sylvia:** I think it's very challenging, only because there's so many people wanting to become designers. And also within the last couple of years celebrities are attaching their names to collections. So that's kind of pushing out, the attention is always given to that celebrity, because they have the ability to