



The Designer September 1904, author's collection

## Part I: The Victorian and Edwardian Ladies' Guide to Business, with Observations for the 21st Century

Dear Reader,

I have the most astonishing news for you. While the Victorian Era is generally more known for delicate ladies, fainting couches, and sadly, sweat shops, it also heralded the entrance of women into the world of business and entrepreneurship. While this may come as a surprise, I assure you it is quite true and was particularly evident in the delightful field of millinery.

As a millinery designer and speaker on the topic, I am pleased to share with you information from historic millinery trade journals and other sources showing that Victorian and Edwardian business women faced the same issues as business women today. In this volume you will learn how Victorian and Edwardian women addressed issues of partnering, time management, interest rates, financing, dealing with suppliers, training staff, conduct of a woman in a "man's world" as well as the Victorian and Edwardian concept of "dressing for success."

You will also learn also how millinery propelled the great designer Coco Chanel, born in the late Victorian Era, and of Chanel No. 5 perfume fame, into a brand still known worldwide today for taste and quality.

Sections on stylish millinery for the 21st century, designed by the author, add the finishing touch to this book just as a well chosen and becoming hat will not only provide the same for you, but also confidence to meet the day.

Come with me on a journey which connects your Victorian and Edwardian forebears to your 21st century reality...