

# business trends

## Taking New Stock In Female CEOs

(NAPSA)—When it comes to driving the economy, women work. Women make up about half of the American workforce and the United States Small Business Administration reports that America's 9.1 million women-owned businesses employ 27.5 million people and contribute \$3.6 trillion to the economy.

So what's the key to women's business successes? Numerous studies have pointed to different leadership styles between women and men, but some attribute the success of businesses run by women to their innovative techniques and strategies and their ability to understand their customers.

For instance, under CEO and President Geralynn Madonna, Spiegel catalog recently rebranded itself as the "Idea Resource," which offers fashion collections, expert advice, stylist tips, ideas and solutions to its consumer base. This original method can help many women feel more comfortable shopping for clothes via catalog and Internet.

Now, Madonna has partnered with renowned fashion designer Norma Kamali to bring an exclusive designer collection to women across the country. This collaboration will provide women with the opportunity to purchase designer pieces at affordable prices. Called Norma Kamali Timeless, the collection is available through Spiegel's catalog and Web site, [www.spiegel.com](http://www.spiegel.com), as well as at Kamali's New York boutique, and all at Spiegel prices, something unique in designer fashion.

The 17-piece line is created from jersey knit for comfort and convenience and includes three convertible items: the All-in-One Mini, the All-in-One-Dress and the Convertible Tie-Waist-Skirt,



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which can be transformed into humorous looks with a simple twist of fabric and is available in solid black or red with select pieces in black and red stripes.

"It is fitting that Spiegel, one of the world's oldest and most popular fashion retailers, joins forces with the legendary New York-based designer, Norma Kamali. Their shared belief in providing American women with superb fashions at reasonable prices has resulted in an extraordinary collaboration," says Patricia Mears, research curator of the museum at the Fashion Institute of Technology (FIT). "Spiegel will set a pace and elevate the notion of great design for all with the new Kamali design."

Trend watchers say the success of Madonna and other female CEOs may help pave the way for future women business leaders and eventually lead to an increase in the number of women CEOs in corporate America. The research firm Catalyst found 10 percent of Fortune 500 companies have women holding at least a quarter of corporate officer positions.

For more information on Norma Kamali Timeless, visit [www.spiegel.com](http://www.spiegel.com).