

Fashion Advocate for Women of a Certain Age.



Gill grew up in Augusta, Georgia during the '50s and '60s. Gill now works as a globe trotting consultant for the DC based Desmond and Light Associates and is constantly visiting major cities throughout the world, a job she got in part because of how she lived all over during the '80s. Once Gill turned 40 she found herself feeling more and more dissatisfied with the fashion options available to her. Once upon a time she enjoyed the jean jacket and parachute pants, but it no longer represented who she had become.

Over the last several years Gill has been working with her friends and friends of friends to identify good fashion options for

We need more choices than to dress like our grandmother or our granddaughter!

women of a certain age. They've put together collective buying plans and even do a yearly trip to Paris to stay on top of fashion

trends. Two years ago Gill started a blog chronicling what she thought of the fashions coming out and laying out some key things she was hoping to see. One year ago Gill started tweeting as well and she's recently found a strong increase in traffic to her blog based off her tweets.

Gill is now looking for ways to give her ideas greater voice and influence within the fashion world. She knows she's not the only woman looking for more suitable clothing and she's hoping to bring people together and make the major department stores listen to them.

Vitals	
Female	57
Business Consultant	Washington, DC
Divorced	\$87,000

Goals
Better clothing for women of a certain age
Help middle aged women find fashionable clothing at an affordable price