

## SERIAL SUCCESS

### LAUREN MAILLIAN BIAS, INTERNATIONAL TRADE AND MARKETING FOR THE FASHION INDUSTRIES '07



Maillian Bias's new book debuted in May.

Michael Lester bugh, Jr.

At just 29 years old, Lauren Maillian Bias has accomplished more than many entrepreneurs could hope for in a lifetime. Using seed money from walking the runways of New York, Paris, and London, she launched and operated a successful winery, then started a luxury branding and marketing firm and began investing in technology start-ups. She writes about her experiences in her memoir-cum-business-manifesto, *The Path Redefined: Getting to the Top on Your Own Terms* (BenBella Books, 2014). The book is filled with advice from Maillian Bias and her mentors on mapping out goals, taking risks, the work-life balance, and many other topics.

*Hue* asked about her biggest projects to date.

***Hue:* With Sugarleaf Vineyards, you had a successful winery before you were legally allowed to drink! Your wines were poured in the White House. Why did you sell the business?**

**Maillian Bias:** I went through a quarter-life crisis. I was the youngest self-made winery owner in the country, hands down. But there was no more challenge for me. A lot of entrepreneurs would love to have their business on autopilot and sit back, but I wanted to do something new. I took my emotions out of the decision and sold it.

**Your company, Luxury Market Branding, has an impressive client list: Beverly Johnson beauty products, Sukari New York handbags, and a number of wine companies. What do you provide these companies?**

I help them engage consumers and create loyal customer bases. For example, I found cost-effective ways to market Beverly Johnson's products to women of color. We did radio interviews and commercials, TV appearances, and geo-targeted mobile advertising—your ad pops up in searches in areas where you want people to see it. We also selected about 100 brand ambassadors to make sure Beverly is top of mind in social media.



**You were also a founding partner of a venture capital firm. What companies did you fund?**

Gen Y Capital Partners looked for early-stage companies that use technology in a significant way. One of our first investments was in Levo League, which is like LinkedIn for Gen Y women. They had a great competitive advantage: not only did they have a great product, they had great funding, and Sheryl Sandberg, COO of Facebook, was an early investor. At this point, we've fully invested the fund, and now I am personally involved with several companies, including technology start-ups, as an active advisor and/or investor.

**What are you hoping to accomplish in your 30s?**

I'd like to power something big in the cross-section of marketing, media, technology, and luxury goods. And I hope to use my platform to be a light that helps others shine.

LAUREN MAILLIAN