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SOLVING THE CONTENT
MARKETING MYSTERY

LESSONS FROM A CEO

Innovating the Fashion Industry.

THERE'S A **NEW BOSS**
IN TOWN—Rachael McCrary



ON THE COVER

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**BODY SHAPERS WITHOUT
THE BODY SHAMING—**
meet the CEO
behind the movement

Cover Photo: Shot on location in
Los Angeles, CA by Charlie Chipman





COVER STORY

No More Body Shaming with Rachel McCrary

Bubble gum pink and painting life like it's a bouquet of red roses isn't Rachael McCrary's style. McCrary knew her background in fashion would parlay major success in business, but she doesn't hold back about how challenging the entrepreneurial journey can be. After all, she says the road to raising venture capitalist money was like having a colonoscopy everyday. Ouch. But at least she keeps it real, and that's what we love about her.

DIGITAL DISRUPTION with Lisa Messenger, CEO Spotlight

"Personally, I do like to break a few rules - within the bounds of the law, of course - and I'm more talking about breaking mindsets and challenging the status quo in business in search of fresh ideas and better results."



As the game-changing Chief Executive Officer of The Messenger Group, Messenger completely revolutionized the publishing industry in Australia.

With print magazines dying at an unprecedented rate, it took an extreme force to cut through and create a new product worthy of inspiring young people.

Her multimedia business and lifestyle platform - The Collective Hub - comprises of a print magazine (distributed in 37 countries, no less), an online news site and an event agency.

For Messenger, disruption is an important cornerstone of her business.

Business would be, she says, boring without it.

“Disruption is great for the business landscape generally as it pushes everyone to do things better. It’s incredible for the consumer because they get a better deal or product and it proves that you don’t always need to be big, with lots of money and resources

behind you, to make a significant impact on an industry or the world, which is a huge win for the emerging entrepreneur,” Messenger tells HER magazine.

“Personally, I do like to break a few rules - within the bounds of the law,

of course - and I’m more talking about breaking mindsets and challenging the status quo in business in search of fresh ideas and better results.”

“I have never been one to sit back and accept that there is only one way to do things.”

Messenger believes it is important to push yourself outside of your comfort zone.

“Life rolls by and can easily get gobbled up by work and family situations good and bad, so if you are passionate about pushing yourself, then you need to check in with yourself regularly about your goals and put checks and balances in place to ensure you are moving forward,” she says.



“For me, I check-in with myself on about 10 different measures every single day.”

“There are also seasons in life when you decide to focus on something else rather than your own personal disruption and I think that is fine too - you need to stop and celebrate the wins and give your mind a break at times; it can't be pushed its limits all of the time - that isn't healthy.”

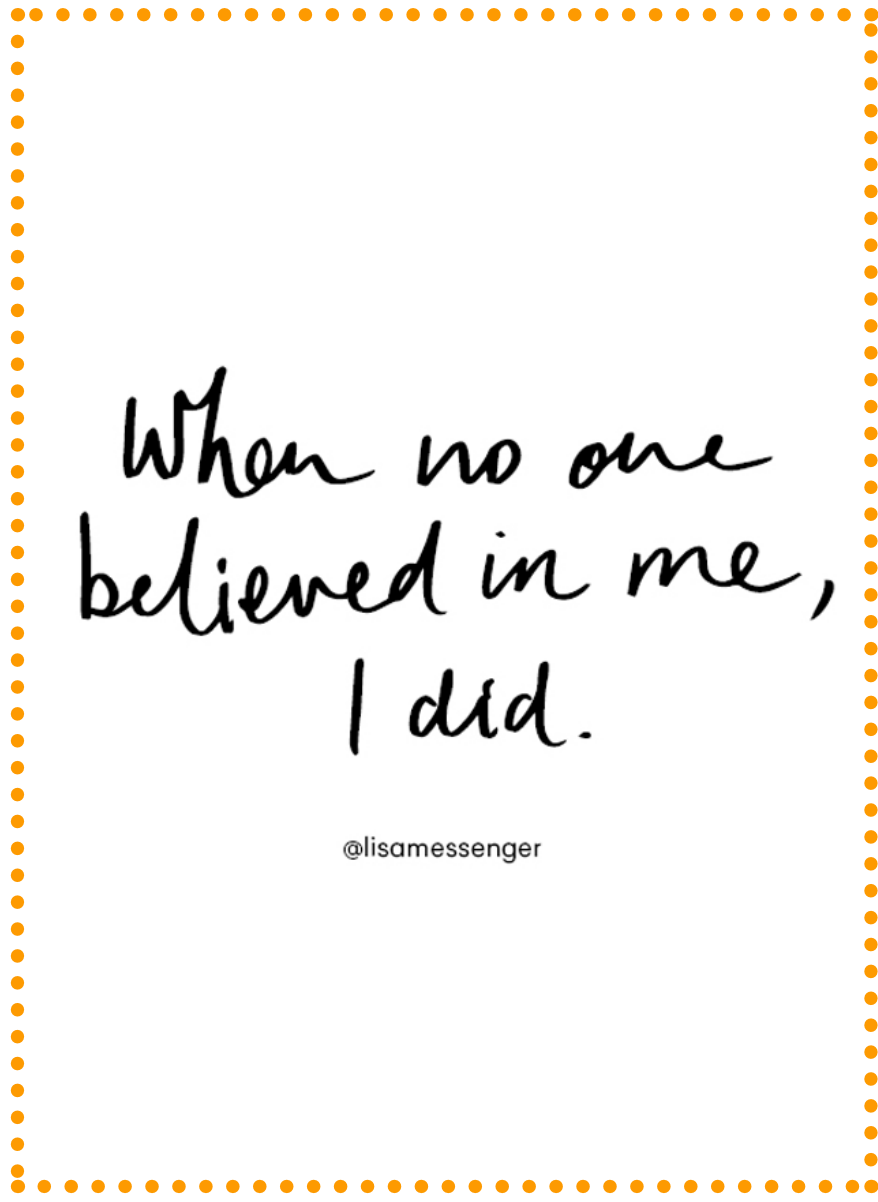
“From a business perspective, the trick is to create a culture of curiosity where it's not only safe, but is expected that people will challenge the status quo naturally, without it being one of their KPIs.”

Messenger's vision in life is profound. Her goals include moving individuals and corporations to change the way they think, proving there is more than any one way to do things. She has managed to spark the entrepreneurial spirit in millions of people worldwide and helped people create a defined and clear recipe for success.

“I think anyone, man or woman, needs to create their own personal measures of success across business and life,” Messenger advises.

“For me, success is measured on a number of things but if I was to try and put it into a sentence, it would be this: that I feel like I am 'on purpose' or living my 'why', that I'm being pushed and

stretched in the business and we are achieving our strategic goals, that I can clearly see the future and know my team is working with me towards it, that my health is at 100% or at least is my top priority, that I am being intentional about achieving my personal goals outside of



When no one
believed in me,
I did.

@lisamessenger

work and that I have time for the key people in my life at work and outside of it. If I can say, hand on heart, that all of these are in balance, then I definitely feel successful.”

Messenger created a publishing empire based on her instinct. The Messenger Group has custom published more than 400 books for companies and individuals. Her writing credits include regular contributions to the Huffington Post.

“I am a big believer in gut intuition - or the 4 a.m. hunch as people often refer to it as - and it seems to be a common thread among entrepreneurs,” she says.

“I can’t explain the science of psychology around it, although I am sure it exists, but time and time again in business, my gut intuition has saved us from trouble or pushed us forward to big results.

“There is something within us, an intersection of knowledge, discernment and character assessment and perhaps other elements, which result in a powerful personal radar in business.

“On a very micro level, I always know if one of our magazine covers will do well or not... somehow I just know and it’s been right thus far!”

But for Lisa, the journey hasn’t always been easy. Despite the fact that she is an accomplished entrepreneur who has shared candid moments with the likes of Richard Branson and Anna Wintour, the entrepreneurial ride, she says, hasn’t always been smooth.

“There is no overnight success, more of a 12-year-in-the-making-overnight-success,” she admits.

“Entrepreneurs work hard, they face a lot of rejection, hurdles, knock-backs and closed doors.”

She always warns any aspiring entrepreneurs that there is no clock-off time.

“To start off, you’ll work more hours than anyone you know and certainly more than your staff,” she says.

Learning to trust her instinct has turned out to be the most important habit she’s developed in business.

“I’ve built my bank of self-belief over time but in parallel, I have built my bank of ‘gut trust’ in things big and small. I’m very honest with myself, and don’t pretend otherwise if I’ve made a mistake.”

“This has been powerful and a personal reinforcer when things pop up that you know you have handled well in the past thanks to intuition and means you avoid anything areas where you have performed poorly.”

To learn more about Lisa Messenger and Collective Hub.



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How to
Shake Up
an Industry:

Meeting **Rachael McCrary**

Body Shapers without the Body Shaming -

meet the CEO behind the movement

By Breonna Rodriguez

You don't have to be the highest, VC funded, new kid on the block to disrupt a billion dollar industry. In fact, sometimes the best way is to do it is Rachael McCrary's way. Yes, the Founder of the body shaping lingerie company, Jewel Toned, had some funding. And yes she had fifteen years of experience in the lingerie industry already.

But creating a product that moves shapewear from underneath a bodycon dress, and becomes the bodycon dress in the middle of the club on a Thursday night, is something kind of something new. Not to mention that making that same dress for a size six woman also looks great on a transwoman, a plus sized siren and new mothers who are breastfeeding.



That's *definitely* something kind of new.

Rarely does a single clothing item prove to be functional and flattering on so many different body types. And yet Rachael pulled it off — for no other reason than that she really believed, after years of listening to women and their body concerns, that she could be the one to break the mold.

And lucky for all of us she really did, and she's not shy about sharing how she pulled it off.

STEP 1 She Kept It Real

Real as in she listening to women express what they really needed from their lingerie products. It wasn't hard to do; with over a decade worth of experience designing for women in New York City, Rachael had plenty of time to talk to learn what really works and what doesn't.

"I've just been talking to women for about twenty years about their underwear choices," she says. "Likes and dislikes. The needs and what should evolve."

Through the feedback, she says, she started to notice the patterns.

"I just heard their stories consistently about how they had to take their shape wear off on a date. Or how it made them feel about themselves. Or almost apologize for even

wearing it. Or being proud of the fact that they didn't need it, if they don't wear it."

It was this sort of intel that not only helped her develop a product for the masses unlike any made before it, but also to craft a message more authentic than the brand titans that came before her.

"When we were coming up with our branding message, there was a lot out there with a vibe of 'Rah! Rah! Girl power!'" that seemed a little bubble gum, generic and like a blanket statement. We wanted to be a little more specific and real and address concerns," she says. "We have an authentic and transparent real approach. Instead of brands that talk from an elevated perspective to their consumer, We're like 'Hey! We have this issue too,' and bring awareness to it, instead of shaming them and talking down to them. It makes people feel better."

STEP 2 Surround Yourself with the Right People ONLY

With an industry as well documented as the fashion industry, one can never be short of advice on how to run your business. But when it comes to Rachael's story, she found that there was only one kind of advice that was ever really worth listening to.

"You know, a lot of people who haven't really achieved that much like to dole out all this business advice," she says. "And

when you ask them, it's always something that they've heard or read, rather than experienced. So whenever you get it from someone who's experienced it, and it comes in the form of storytelling, from the perspective of their own eyes, versus hearsay, it's so much more valuable to me."

And not the kind of personal experience where someone puts on their PR face, and says their unicorn success came naturally and with ease.

“Um, I’ve never met anyone that built a company that was easy the whole way through,”

she laughs. “I actually think that people making light of it are lying. They have come across nothing but adversity, over and over and over again.”

Her own journey of creating Jewel Toned's success began with the challenge of losing a business partner to cancer in the early ideation stages.

“She and I had discussed this a little bit,” she says and after her partner had passed she decided to go at it on her own. “Building a company — that does not fall into your lap. You have to have a fire extinguisher in one hand at all times, because there is just a constant stream of obstacles from Day 1 until...now.

“But you learn and you just keep going. If you really believe in it, then go for it. A lot of people are going to tell you a bunch of statistics and rules. Just immediately turn around from those people and go in the other direction. And stay around people that feed your soul and believe in you. Realistically — but yeah, just supportive.”

STEP 3 She's Not Afraid To Talk About The Money

And aside from wearing her shapewear line, this is something Rachael specifically wants HER magazine readers to do.


“One thing that I'm passionate about is encouraging more women to become comfortable with talking about confrontational things in business,” she says. “I think if you want to have a successful business, or even be a successful freelancer, you have to be very comfortable talking about money.”

Her own comfort came prior to her Jewel Toned days where she negotiated contracts both for clients and herself as a freelance lingerie designer.

“I don't think I was naturally confident, but I did acquire that skill,” she admits. “You know, they say that a good deal is when both sides walk away feeling like they gave up a little too much, and just learning that is so true.”



Rachael pulled it off — for no other reason than that she really believed, after years of **listening to women** and their **body concerns**, that she could be the one to **break the mold**.



“We believe women of all shapes and sizes should look in the mirror and like what they see.”

It's the combination of the two philosophies that's allowed Rachael to score both seed funding and product placement in JCPenney, Lord & Taylor and over 100 boutiques.

STEP **4** **She Stayed True To Herself**

When chatting with Rachael, it was hard not to notice where her life passions mixed into her product. For instance, not only does she have Elizabeth Gilbert's Big Magic on her book stand, she's spent time in Bali and time in an ashram just like Gilbert did in her famous book Eat, Pray, Love. (She did this, quite independent of the book, she notes!)

She also keeps a side hustle of being a life coach, where she encourages her clients to adapt meditation into their daily habits. "I don't see the harm in it," she says, claiming that time alone with yourself brings one into the present and allows them to see the power they have in any given moment.

"Even if it's one minute, while you're in traffic or something, it ranges from that to sitting with a timer for thirty minutes at night: if you go sit in meditation: a couple things will happen. You'll become more central and neutral. Your energy will be aligned with the space, you will also, if you're like most of us, get uncomfortable."

Through that discomfort, she argues, one can learn to sit and nurture their true selves, just as they are. A concept that her

own positive body image products promote on her website. "We believe women of all shapes and sizes should look in the mirror and like what they see," the site boasts.

"We believe in self-expression and that you should define the rules for your closet. We believe when you love your outfit, you have a better day."

We believe in simple, beautiful intimate apparel. And we believe Elle Woods and Cher Horowitz are our spirit animals and when we grow up we want to be like Tess McGill."

It's a fun motto, and an honest one, sprinkled into every bit of communication Rachael does with the brand both on and off line. They even call their customers bombshells and encourage positive body image messages across all their feeds. It's a level of self-awareness and self-love she practices for herself and seamlessly weaves into everything Jewel Toned does.

And lucky for her, it's a level of authenticity that keeps bringing the fans and the big bucks.

Shop Jewel Toned here.



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