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DENIM DIVAS. Savvy businesswomen as well as fashionistas (from left), Dalida Atallah, Dado Boutique; Maura Harrison, Sassatras; Courtney Pulire, Brandatorship; and Sara Silvio, Sara Silvio Jewelry express their jeans genius. "Develop your own fashion sense. What you wear and how you wear it speaks volumes about who you are," says Atallah. "It's how people 'read' you." The women also encourage personal style in business. "Never be intimidated by anyone who says you can't do it," Harrison says. "As an entrepreneur, you have the power to create your own success every day. Revel in it!"

GIRL POWER. Along with our models, this entire piece (with the exception of our photographer, Will, and the vintage commode provided by Useless Objects' Bruce Davie) is made possible by women entrepreneurs. Clothing was sourced mainly from Dado, and Joan Lincoln, owner of Panache Vintage & Finer Consignment. Sara Silvio created some of the jewelry. Lorri Parker and Anne Sheehan of Ruffled Flowers + Decor created decor as well as designed the room set. Joan Lincoln's Panache Home & Design provided additional decor. Freelance hair and makeup artist Lola Rivera styled the models.

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BE THE JEANS. Courtney Pulire's own brand of laid-back-luxe style comes across no matter the occasion. As the owner of a branding firm and a mom, she knows the power of dressing for your audience. Whether it's a boardroom full of corporate types or a playroom full of toddlers, "You need to think about your audience as well as the occasion and dress appropriately. "Sometimes, you dial up the laid-back," she says. "And sometimes, the luxe."



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JEANS GENIE. "Let clothing take you outside your comfort zone," says Sara Silvio. "You may just find the essence of your own freedom and creativity—and your own true self." And isn't that what entrepreneurship is really all about?



Jeans hoarder Kate Sonnick is also a writer, creative director, and occasional stylist. Follow her on Facebook, Instagram, Pinterest, and at katesonnick.com.



See an exclusive behind-the-scenes video from the shoot at 585mag.com.