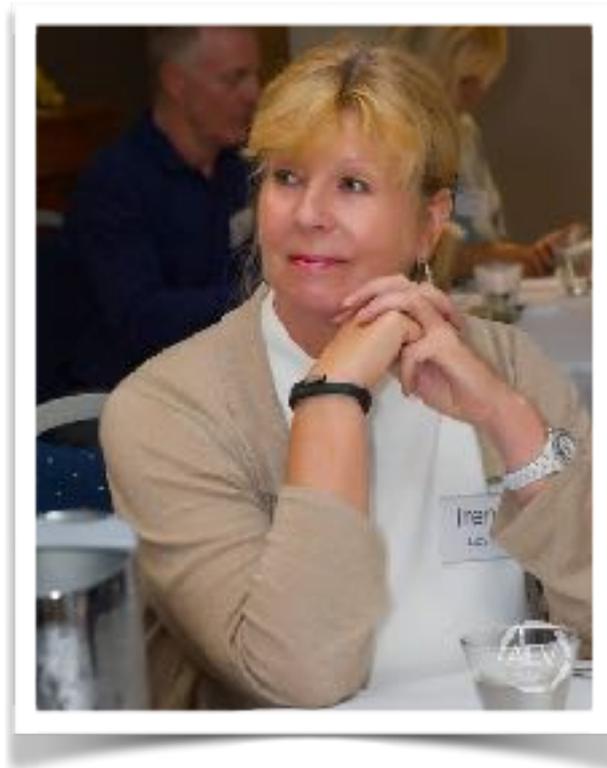


Irene Lidvall's Biography



My diverse and comprehensive background is what sets me apart and provides a solid foundation in all that I do.

Over the last twenty-five years I have started million dollar businesses in New York, Europe and Australia in a variety of industries from fashion, skin care & beauty, stock-lot trading to online education and coaching. Because of this I am able to guide entrepreneurs towards growth in all kinds of industries from a place of practical, real life experience, and get people ***real results***.

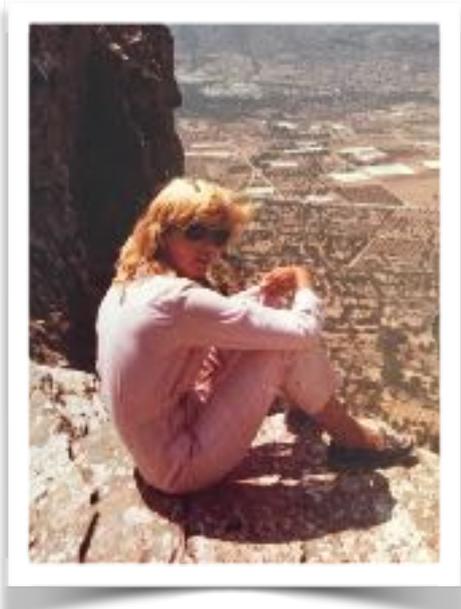
1975- 1987
THE TRAVEL YEARS



Growing up I was a sporty girl that stood in the background, but quickly learned to be more assertive and outgoing after landing a job as a tour guide in Europe. I was stationed and

lived in Spain, Austria, Greece, Italy, Germany, United Kingdom and the USA.

It was terrifying at first, but ultimately it helped me build a little thicker skin. I figured out the best way to deal with all kind of personalities in all kind of



situations, and most importantly, how to read people quickly.

I loved my job as a tour guide, but after several years, realised this was not going to work for me forever.

Having had the job as a tour guide (with no boss and no office) it became my inspiration to find a way to earn a living while still



owning my life and possessing the control to live my life as I saw fit.

This experience clarified my needs and wants about how I choose to run my life, and the sweet smell of success.

I learned that, for me, the control to live my life the way I saw fit was vital to the life I wanted to live.



Although I didn't know it at the time, it was one of my first lessons of entrepreneurship: *live with courage and change your life*

1987-1989

CLIMBING THE LADDER

After I retired from tour guiding I set a BIG goal to move up in the world. My tour guiding company, one of Scandinavia's largest charter travel company's headhunted me back, this time as the Vice President for the company in Sweden and with a seat on the board in Denmark.

The learning curve was steep with a higher level of ambition. For a year I hired and trained people, and put systems in place that would enhance the R.O.I for the company.

We opened 16 new offices around the country and I was in charge of the budget, staff, marketing and negotiating with airlines and bus companies.

I went from spending every day outside with no time pressure, to a very high pressure and demanding job.



I made a lot of money but never had the time to spend it. After two years we were bought up by another tour company and I was made redundant. It was fun while it lasted ! But having power is not all what it looks like.

1989-2001
USA

Luxury!

I moved to New York to live with my Wall Street boyfriend in a penthouse on Manhattan.

I spent a lot of time in New York and the Hamptons with the elite from Wall Street, movie stars, interior designers and people in the fashion industry, and through this, I saw a gap in the market when it came

to luxury and affordable custom jewellery. So, in 1991, I started a business called “Be Brilliant,” with a strategic way to balance out affordability without losing the luxury look.





Things didn't go exactly as planned, actually I wasn't planning at all, as I had no idea what I was doing.

I was just having fun doing something I loved.

I didn't plan to expand,

I didn't plan to accessorise New York Fashion Week, I didn't plan to become a brand and a success.

Magazines, designers, high fashion companies were all knocking on my door, and I thought this is what happened to every one that started a new business.

It's 1993, it's Christmas, and I had six full editorial pages in Elle Magazine.

In 1993 and 1994 Woman's World Magazine did a full product roll out for me for free.

In 1993, without my knowledge, the presenter at the Nobel Fest in Stockholm wore one of my pieces.

I did a trade show in Sweden following the Nobel Fest and was totally inundated with designers and stores wanting my stuff. Life was good!

I hired people to represent me in Sweden and opened a showroom and office in my home town Gothenburg, run



by my mother, while I looked after the market in the USA and Europe.

I was getting amazing results wherever I showed up with my collections.

Innovating, following my instincts, and relying on my own fierce determination to succeed was the “magic” formula for my business. I needed to step out of the box to be able to fly even higher.

In 1995 I built a website on my black and white laptop computer, and launched Be Brilliant as a home party MLM company (as well as wholesale), based on Mary Kay’s system. Risk management was not on my radar. The internet was in its infancy, that aspect of the business didn’t take off, but what I learned was, always test and research the market before launching something new.

I had over 400 accounts in USA alone. At first, I didn’t give credit as I couldn’t afford this little luxury.

As my business grew and customers became regular repeat buyers, I was persuaded to give them 30 days credit.....BIG mistake!

I ended up being the bank for my customers and couldn’t afford to create new lines. All I did was try to collect money to avoid bankruptcy.

In 1999 I closed Be Brilliant after eight wonderful years.

It's now 1999, and I landed a job in the garment district in downtown Manhattan. I was hired as the sales manager for an Italian textile company. I represented the company all over the world at trade shows and had big accounts with Marc Jacobs, Polo Ralph Lauren, Ana Sui, Donna Karan, you name it, and they were mine! It was a hectic but so much fun job.

My boss offered me a partnership in his business, but I declined, as once again, I had seen a gap in the market.

All my high brand name accounts had their warehouses overflowing with last years fashions, just hanging there. Gee, how much money did they leave on the table!

That's when I had my biggest "AHA" moment. I realised that I had all the contacts to do the "Ragtrade" differently.

I knew most of the rag traders on lower Manhattan from my textile days with the Italian company. I knew how they operated and how easy it was to kill a stock by over exposing it to the market.

I decided to do the ragtrade my way.

My Second business was launched as "Ragtrade". As I reviewed my decision, it appeared as though this was what I had been made for.

- I understood the market
- I had learned to negotiate
- I had an extensive background in buying and selling
- I knew textiles and fashion
- I knew the designers and they me

I turned my passions and experiences into what I wish I'd had when I first started: Unique selling points, strategic negotiation skills, "OPM," using other peoples money to do my business, risk management, knowing the key people.

I was taking positions on large stock lots, making contracts with major brands so no other broker could touch the stock. All transaction went through my business and I was truly their VIP broker.

I handled:

- Export documentation
- Letters of credit, Escrows.
- Forwarding companies
- Warehousing
- Red taping
- Customer service
- Negotiating between buyers and sellers

I believe that you must constantly be improving your skills, so I made it a focus in order to create my second business. *Passion + Skills + Innovation = a thriving business*

No matter how much risk management your apply, there is always the unforeseen.

First thing that happened was that the European Union was formed and all exports from USA in to the Eu were hit with a hefty import duty and overnight I was not competitive any longer.

The second thing that happened was my building on the upper east side of Manhattan was sold and my rent was doubled overnight.

The third and final blow, September 11th and the Twin Towers happened, and this changed everything! I had no home, I had no business and many of my friends were dead. I moved back to Sweden in November 2001.

2001-2002 RAGTRADE IN EUROPE

My proudest success was yet to come. Once I was back in Sweden, it didn't take long to set up my business again. I had developed a strategy and a blue print on how to implement and negotiate . I targeted the bigger Italian brands and their stock-lots.

I landed a contract with Fendi handbags, and shortly after with Gucci.

I ventured into sunglasses and struck a deal with Giarre and Lancetti.

In less than a year I had Ragtrade up and running again and turned over \$1 million in my first year.

When the Eu was formed there were no trade borders, no duty, it was unbelievably easy to do business within the Eu.



I sold to TV shopping networks in the UK, opened a warehouse in Italy and exported to the UK and most Eu countries. I shipped on a rotating schedule to fulfilment warehouses all across Europe.

2002- Current AUSTRALIA

Even if I had success in Europe, living in Sweden after New York was not what I envisioned for myself.

I was looking at Canada or Australia to make my home, and my choice was Australia.

Once in Australia, I continued with my Ragtrade business for another 2 years, but the time difference between Eu and Australia was just too difficult.

2002-2006

I went back to the drawing board and picked up Kiko , the Italian cosmetic brand as the distributor for Australasia.

Once again I was in unknown territory, but had faith that the process was the same, no matter what business you start. I was proven right.



I succeeded in negotiating an exclusive contract with David Jones. Ella Bache took on my cosmetics as their brand. A year later I negotiated a national rollout with Myer and they accepted my offer...at first. They came back with a counter offer that was too risky and I declined.

During this time I got immersed in search engine optimisation (SEO), online marketing and business development, with continuing education ever since.



2004-2011
NOT A GOOD TIME

Due to a relationship breakup, I found myself in total financial ruin.

My partner had embezzled almost all of our working capital, then disappeared overseas without warning. I had no choice but to fold the company.

This was the lowest point in my life.

I was looking for work but couldn't get anything decent. What floored me, was that I was constantly told I didn't have enough experience in the Australian market! You're kidding me?! I'd started and run three multi-million dollar businesses in the US and Europe, and I didn't have enough experience? Was it really experience? Or was it really my age?

In the end I had to take a job as a medical receptionist at the princely sum of \$20 an hour.

Again, it doesn't matter what you do, as long as you do it well, with the same strategies and procedures as when starting your own business.

2012 -2014 THE WAY BACK

In 2012, I launched Secrets To Womens Success, a coaching and mentoring business. I successfully developed and taught my Ebay program online.

It's 2013, and I enrolled at TAFE as a mature age student to complete the Certificate 4 in Small Business Management.

In 2014, I self published my Book " Secrets To Women's Success, Dare To Win."



2016-
MAIN BEACH DESIGN & RESORT WEAR



To prove to my coaching clients that it is possible, I started an online e-commerce store, selling resort wear made to my own design. This is manufactured and imported from India. To create demand, I use social media like Facebook, Instagram, Ebay, Etsy and Shopify.

As you can see, I have learned and done a lot. My sincere hope is that I can inspire and teach others the techniques I've used to become a successful (and well balanced) entrepreneur.

Building a successful business is an art form, you need both the skills, and the right tools.

My passion today is to help women create a business online or off line.

Secrets to Women's Success was launched for female entrepreneurs, (at first how to use Ebay), providing them with resources, mentorship, and valuable training

materials to help them work smarter and *live with courage to change their lives*.

My coaching business exists because I want to help women entrepreneurs to reach their goals and visions of success more quickly, with the addition of all the tips, trick, plans and strategies I share.

XOX
Irene

