



# Gold Standard: How to Rock the World and Run an Empire

*Kym Gold*

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**Gold Standard: How to Rock the World and Run an Empire** Kym Gold

**The cofounder of True Religion Brand Jeans, Kym Gold uses her story to serve up a firm dose of life and career lessons that helped her build a multimillion-dollar fashion brand from the ground up.**

Kym Gold's mantra, "never settle for a no; always look for a yes," is what led her to co-create True Religion Brand Jeans, a major retail clothing company that sold for close to a billion dollars in 2013. In *Gold Standard*, Kym finally gives her side of the story of how the once fledgling jeans company that nobody wanted, went on to become a giant revolutionizing player in the fashion industry.

As a woman in the boys' club world of the fickle fashion business, Kym armed herself and became one of True Religion's majority shareholders and their lead female clothing designer. On Valentine's Day in 2007, she was served divorce papers by her then husband and had her company ripped from under her—all within an hour. Since then, she has reestablished her place in the industry and catapulted herself into the coveted 1 percent of the richest Americans.

In *Gold Standard*, Kym's savvy business and fashion branding experience of thirty years gives a behind-the-scenes look into the always changing fashion industry. It also mixes in her compelling personal journey, including her marriage to Mark Burnett before he became TV's biggest mega producer, a compassionate view for women of the pressures of balancing a career, finances, and family. Kym motivates readers to throw the gold gloves on and put up a fight.

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Spent a free a chance to be fun activity to try and do! A lot of people spent their down time with their family, or their friends. Usually they doing activity like watching television, planning to beach, or picnic from the park. They actually doing same every week. Do you feel it? Do you wish to something different to fill your current free time/ holiday? Could possibly be reading a book might be option to fill your cost-free time/ holiday. The first thing you will ask may be what kinds of publication that you should read. If you want to attempt look for book, may be the book untitled Gold Standard: How to Rock the World and Run an Empire can be fine book to read. May be it is usually best activity to you.

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