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Luxury Daily's Luxury Women to Watch 2017 list honors smart women executives who are set to make a difference in the luxury business, particularly in marketing, retail, media and digital in 2017.

As with their predecessors in years past, this roster of honorees shares the same qualities: dedication to craft, ambition, leadership potential and educator. These executives are also quite aware of their role model status as a career in luxury becomes a more welcoming and appealing option for talented women.

Picking the 25 smartest women with potential was not easy. Luxury Daily invited readers to send in their nominations. The Luxury Daily team also had its own table of candidates.

Once the deadline expired, the Luxury Daily team judged the nominees on their merits and whittled the list to those who showed the most promise to push the luxury envelope in 2017.

The list's responses to questions confirm their choice. THANK YOU to Luxury Daily team members Jen King, Sarah Jones and Brielle Jaekel for their help.

Many thanks as well to those readers who took the time to nominate candidates. All judging was based purely on merit and potential to make a difference.

Please read this article from first entry to last, listed alphabetically by honoree's last name. These Luxury Women to Watch are set to distinguish themselves even further in 2017, and raise standards higher in the luxury business.

Mickey Alam Khan

Editor in Chief / Luxury Daily

Soozan Baxter

Market retail consultant, Soozan Baxter Consulting, New York



"True luxury is priceless. It is the heartbeat of a meaningful, memory-making experience that evokes all the senses"

What do you most like about your job?

I only work on retail assignments with which I have a great passion. Working on luxury-oriented new development for shopping centers allows me to tap into my creative side, shape an environment, and tell a story through the retail experience.

A great side benefit of my career is the great friendships I have forged.

What is the biggest challenge in your job?

Being patient is my greatest challenge. The most worthwhile deals take time and nurturing.

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What is your work priority for 2017?

I love bringing a "first retailer to the market" so that is always a goal.

Additionally, in 2017, I will continue to wake up with the intention of having the best day ever, and with that mantra, I want my clients to be thrilled with my ideas, enthusiasm and production.

What is your proudest achievement in luxury?

Working on Brookfield Place in Downtown Manhattan will always stand out, as I was involved in leasing, marketing, legal and operations.

We brought in incredible tenants including Gucci, the first CosBar in New York City, and Bottega Veneta.

But most special to me is that I was a small part of redeveloping the 9/11 neighborhoods, the greatest example of good triumphing evil.

How do you see luxury evolving in 2017?

True luxury is priceless. It is the heartbeat of a meaningful, memory-making experience that evokes all the senses and makes people pause for a moment from their busy lives.