

Fashion is my passion, what inspires you?



Introduction

- My name is Tiffany Saidnia and I am 35 years old.
- I own Tt Collection and Tt Beach.
- Tt is a designer contemporary fashion brand that sells women's clothing to stores like Saks Fifth Avenue, Anthropologie, Shop Bop, Revolve.com and Bloomingdales.
- I am the founder and Creative Director at Tt. I design the collections, oversee development, production, sales, and shipping. I have my hand in everything! This is the first company I've ever owned.

The Early Years...

I was born and raised in Los Angeles, California.



● My parents, grandma, and brother. Age 2



● My mom, brother, Kia, and I. Age 4

More Early Years...



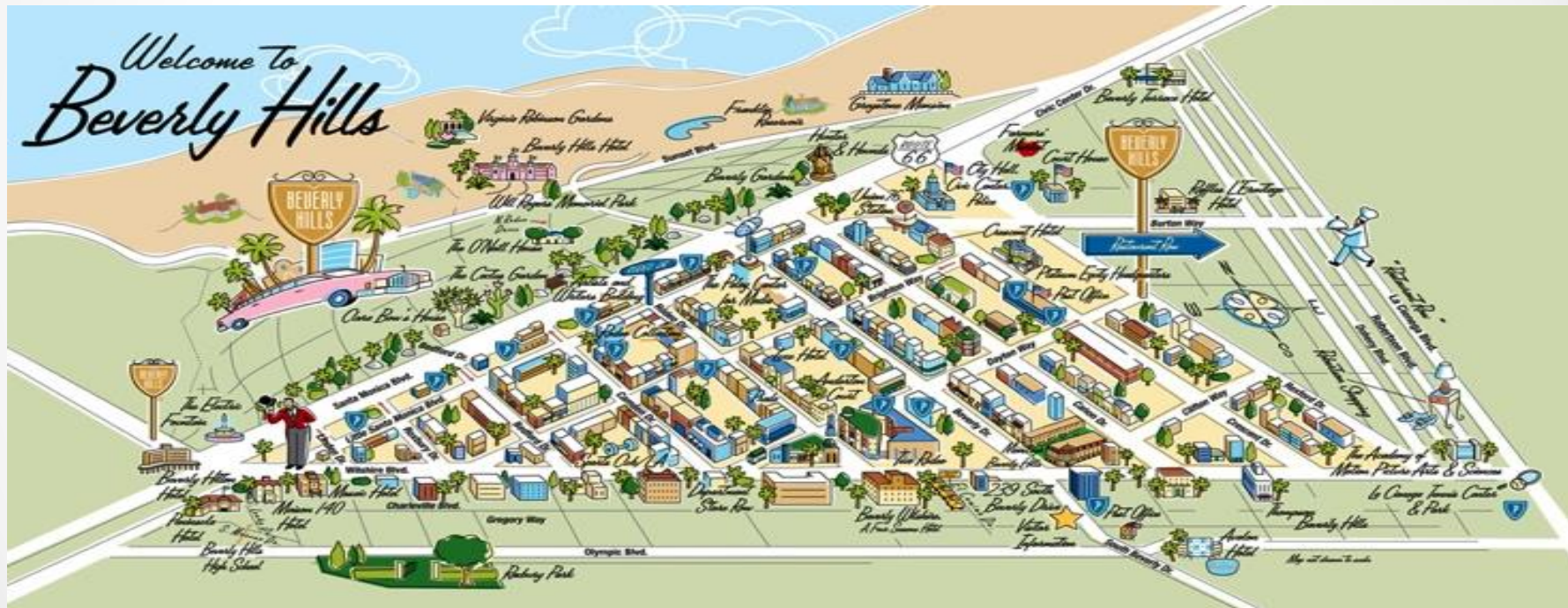
Fashionista at age 5



Fashionista at age 8

HIGH SCHOOL

- I attended Beverly Hills High School



HIGH SCHOOL

- As a HS student I was involved in Theatre, Broadcast Journalism, and Dance.
- I was VERY outgoing and one of the cool kids, a bit of a bully, still haunts me to this day! I had a good balance between getting good grades and partying with my friends.



HIGH SCHOOL

Things I enjoyed in HS

- Classes I loved:
 - History
 - English
 - Economics
 - Work Co-op
- Hanging with my friends, partying and taking trips.
- Studying while my friends were all partying after school... it was my only ticket to go away to college.
- Broadcast Journalism, being an anchor on the Norman News

Things I did not enjoy in HS

- Being a late bloomer, I was really skinny and scrawny. Hated looking so young. I couldn't fit into the cool trendy clothes
- Not being able to afford a car or fancy clothes
- Not being the smartest person in my AP classes, but always bet I would become more successful than those kids!

Best lesson learned in HS

Making money will give you the control and freedom to do whatever you want to do in your life

- Growing up in Beverly Hills and not being one of the rich kids was not easy
- Felt insecure about it and hated not being able to afford what other kids had
- I stole clothes from fancy department stores and got caught
- Started working at the Beverly Hills Bikini Shop, everything changed
- Paid for all my trips and fun activities, didn't have to ask my parents permission like my friends had to do

University of California, Santa Barbara



Prettiest Campus in the world!



Move in day at the dorms



College days...

Sorority Girl



Working girl

- Worked every Summer, Winter break, and Thanksgiving weekend
- Being a fashionista, I was always working in stores
- Manager/Buyer for the BH Bikini Shop
- “Rockstar” sales associate at a high end kids store
- Senior year, baby sitting and sales associate at a luxury boutique

College days...

Favorite Classes

- International Business and Trade
- Comparative Religion
- Art History
- All my Economics classes. Beauty of Econ is you either get it or you don't! No papers , just have to understand the concepts

Least Favorite Classes

- Probability and Statistics, lots of Math involved!

College days...

Fondest memories

- Living on the beach as a college student
- Sorority, cheesy at times but they were my family while I was away
- Freedom of being on my own
- Gaining perspective on my life

Obstacles or adversity that you had to overcome

- Being considered a rich kid from BH when I had to work so hard to be there
- Wishing I was more carefree as my sorority friends
- My father became severely sick all of a sudden at the end of my Sophomore year

Career Path



**NOTHING
WORTH HAVING
COMES EASY**



T Collection

Career

My First Job

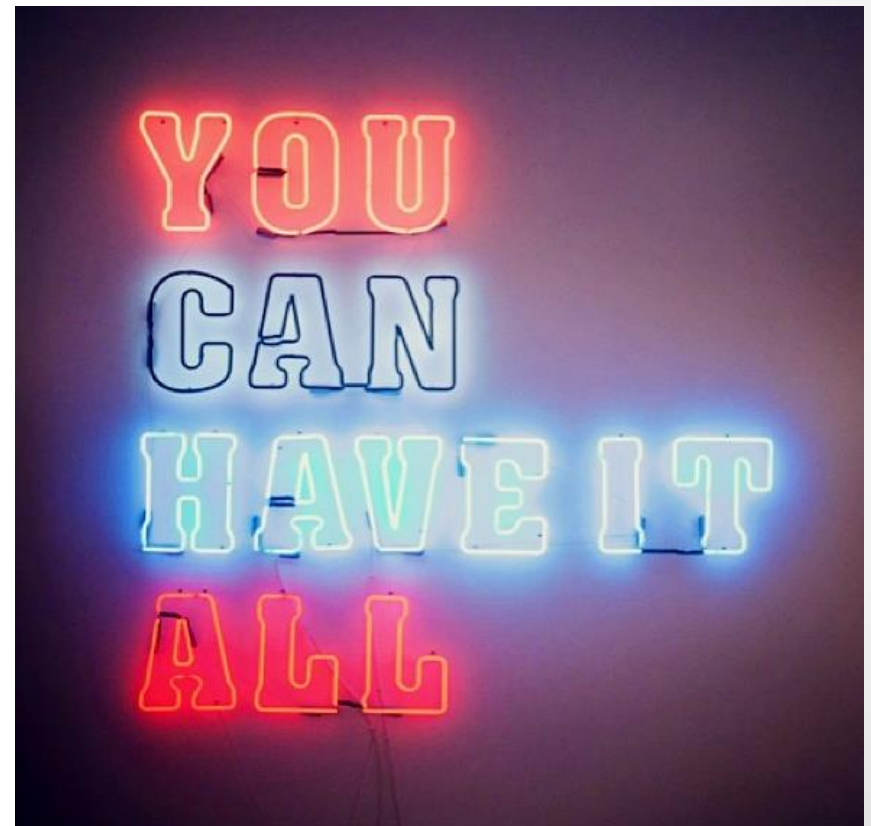
- I've been an entrepreneur from the age of 4, its been in my blood all along!
- Businesses I had before the age of 10:
 - Lemonade stand
 - Making chocolate lollipops
 - Flea Market held after school in front of our apartment building
 - Worked at my Uncles factory DT answering phones and making buttons

My worst Job

- Assistant to Celebrity Stylist Jessica Pastor. I was paid \$75 a day to work a 12-14 hour day, with no benefits or time to eat or breathe. She was incredibly abusive! But I learned to work really hard and I always kept that work ethic.

Career Tips 101

- No Risk No Reward
- Bad luck will turn into Good luck
- Believe in Yourself, only you know your Self Worth
- Put out Fires while keeping your Cool



CURRENT ROLE

HISTORY

- The first collection was shipped in Spring 2007 to key retailers.

Size

- It is comprised of a team of 10 employees.

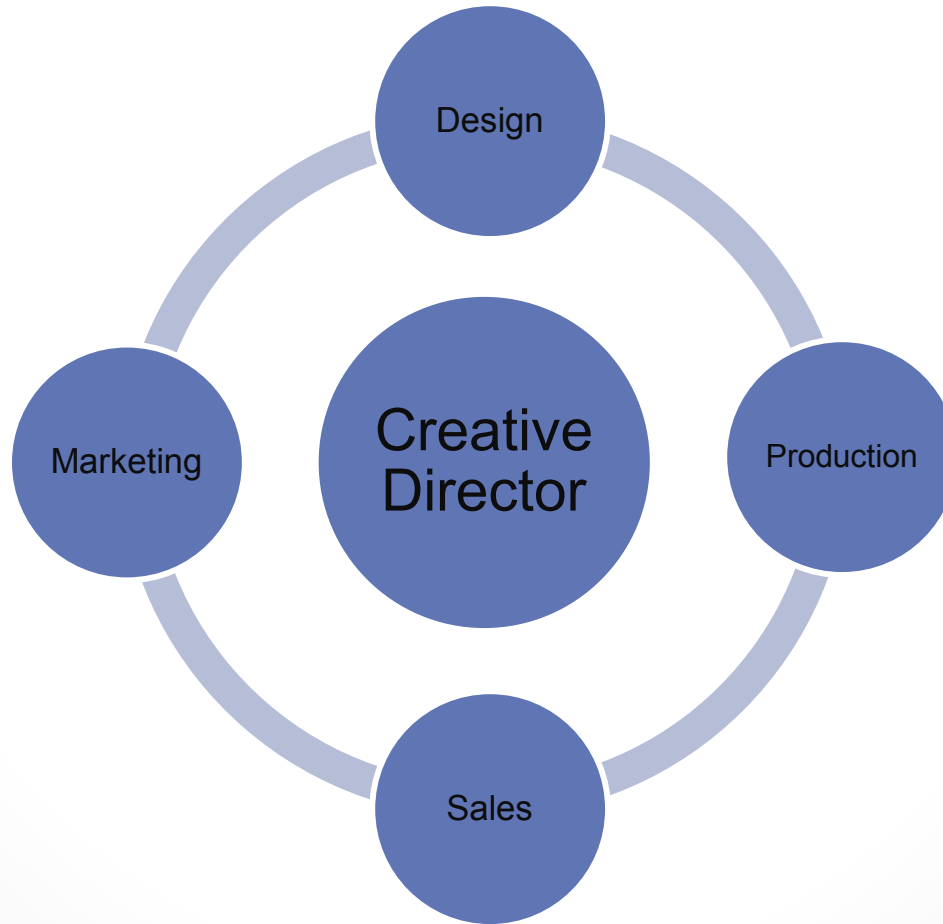
Location

- Our main office is in Downtown Los Angeles, with a showroom and sales team in both Los Angeles and New York City.

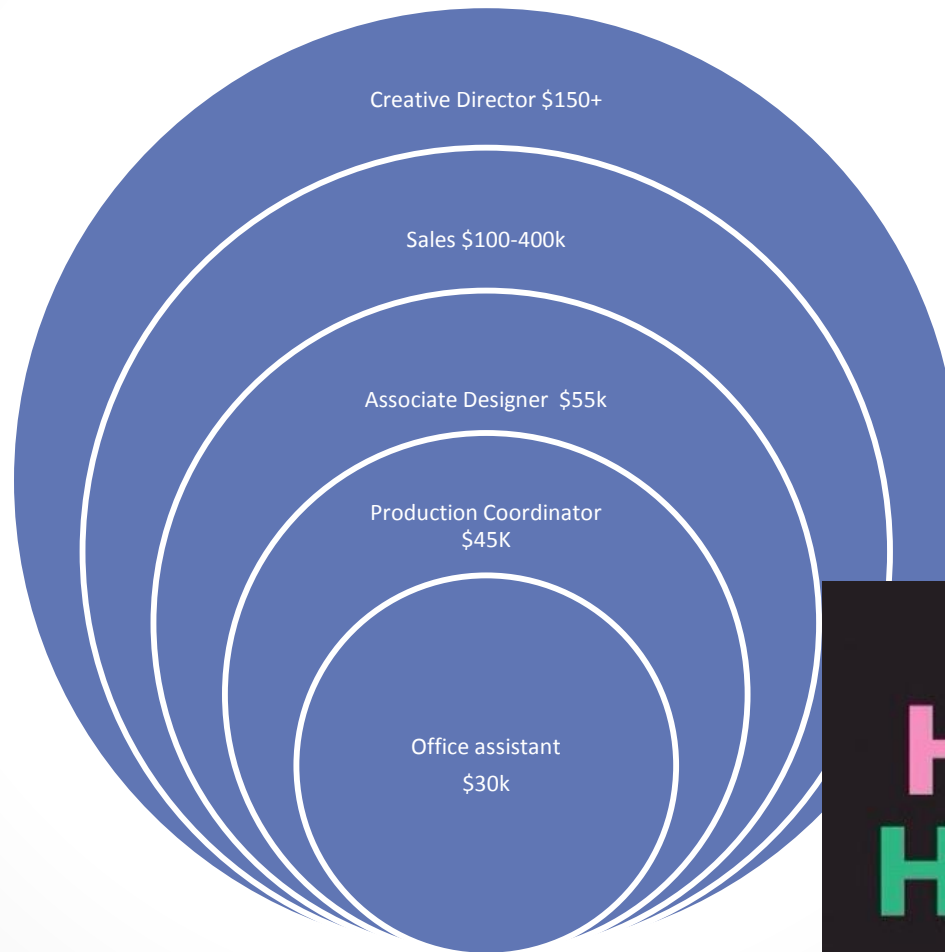
Products

- We sell designer women's clothing to high end retailers world wide.

Current Role



Career Compensation



**HUSTLE
HARDER**

ACADEMIC EXERCISE

- We will now spend several minutes discussing the day's academic module and how it is relevant in the 'real world'

QUESTION AND ANSWER

