

# BRWN

## Lorna Jane CLARKSON

BUSINESS ENTREPRENEUR AND DESIGNER



In the late '80s, fitness enthusiast Clarkson, dismayed by gymwear available on the market, launched her eponymous label. The first retail store opened in 1990, and today, the brand produces sports, yoga and lifestyle clothing and accessories; the current annual turnover is \$100 million. Last year, the company celebrated its 21st birthday and the opening of its 100th store, while Clarkson, 47, received the BRW

Award for Australia's Outstanding Retailer of the Year and released her first book, *Move Nourish Believe: The Fit Woman's Secret Revealed*. This year will see the opening of three US-based stores. The brand supports the Heart Foundation, and the Premier's Disaster Relief Appeal to help victims of the Queensland floods, and works with The Salvation Army.

## Kate WEISS

ETHICAL BUSINESS AND FOOD ENTREPRENEUR



After her daughter, Amy, was born in 2000 with a rare genetic disorder, Weiss gave up her marketing career. Spending time at home, Weiss, 41, realised she wanted to connect with other mums, as well as build an asset that could help take care of her

family: Table of Plenty was born. Since its launch in 2006, the food company, whose products include muesli, snacks, and spice blends, has grown to a turnover of over \$1 million per annum. It is stocked in more than 1,000 outlets, including Woolworths and Coles, and in six countries, including Dubai and Singapore. Weiss is a passionate supporter of several charities including SCOPE, which assists people living with disabilities.



## Diana WILLIAMS

HEALTH CLUB FOUNDER

Williams opened Fernwood, a small women's-only gym in Bendigo, Victoria, in 1989. The stay-at-home mum had recently embraced exercise, and believed there was a need for a non-threatening workout environment for women. Four years later, she unveiled her second gym in Ballarat; the following year, Fernwood had 15 locations. By 1998, *BRW* recognised Fernwood as one of Australia's fastest-growing private companies; by 2004, turnover was more than \$50 million per annum. In 2005, Williams launched The Fernwood Foundation. The not-for-profit's activities are funded by Fernwood—the main initiative, The Venus Program, helps disadvantaged women improve their life skills. Williams, 67, was awarded Telstra Business Woman of the Year in 2005. Today, Fernwood's turnover is more than \$100 million per annum; there are 73 clubs, and more than 68,000 members.

# deSign



## Liane ROSSLER

DESIGNER AND COLLABORATOR

Rossler, with Louise Olsen and Stephen Ormandy, was a co-founder of iconic Australian lifestyle brand, Dinosaur Designs. She spent 25 years with the label, before branching out in 2010 to follow other design and environmental interests. One of her most recent projects, Supercyclers, with

fellow green advocate, Sarah King, reinvents new products from existing materials, and was featured at 2011's Milan Design Week. Rossler, 46, is a supporter of animal-welfare advocacy group, Voiceless; is one of Al Gore's Climate Reality Project presenters; is an ambassador for 1 Million Women; and is a judge for the Bombay Sapphire Design Discovery Awards. An advisor to businesses on sustainable design, creativity, and retail, Rossler also mentors emerging designers. Last year, she was Creative Director of Art Month Sydney Art Adventure, and helped launch Happy Talk, at Art & About: an initiative that fosters collaboration in the design and arts communities.

## Blainey NORTH

DESIGN DIRECTOR



North, 34, started her practice, Blainey North and Associates, while still at university (she completed her BSc in Architecture at UNSW in 2000). Her firm offers bespoke architectural and design solutions for

hotels, private residences, and businesses, including Crown, Consolidated Press Holdings, the Intercontinental and Hawker Pacific. North has also created a high-end line of furniture, while her award-winning firm has been one of 20 sponsored by the British Consulate to expand into London. North mentors young design students, is a board member of the Australian Children's Music Foundation, and is a regular donor to the Royal Institute for the Deaf and Blind, and the Sydney Children's Hospital.

## Caroline PIDCOCK

SUSTAINABLE ARCHITECT



Founder of award-winning, decade-old practice PIDCOCK-Architecture + Sustainability, Pidcock, 49, is committed to developing "a positive sustainable future for us all to live in." A former president of NSW Chapter of Australian Institute of Architects (and the second woman ever to hold this post), Pidcock has also served as President of the Australian Sustainable Built Environment

Council. In 2011, Pidcock won the Marion Mahoney Griffin Prize, which champions the contribution of an outstanding female architect in NSW. Pidcock is an Ambassador for the 1 Million Women campaign, and became one of Al Gore's Climate Reality Project presenters in 2006.