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CLASSIC GUIDES

Introducing Luxury Women to Watch 2022

October 13, 2021



Bentley Motors is one of several luxury brands featured in the Luxury Women to Watch 2022 honor. Seen here: the pre-production Bentley Bacalar. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by the ever-present COVID-19 pandemic and rapid changes in consumer behavior and technology.

The Luxury Women to Watch 2022 roster includes executives from brands, retailers, agencies and design firms, among others. Please read through their responses below to get a sense of their 2022 strategy.

Judging process

Picking the 25 smartest women this year with potential was not easy. Readers were **invited 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 2022.

All judging was based purely on merit and potential to make a difference.

Many thanks as well to those readers who took the time to nominate candidates.

Please read this report 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 2022, and raise standards even higher in the luxury business.

Mickey Alam Khan, editor in chief, *Luxury Daily*

(Instagram @MickeyAlamKhan)

LUXURY WOMEN TO WATCH 2022

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Mary Pat Wallace

Mary Pat Wallace

Founder/president

The Luxury Bed Collection

Chicago

"The luxury consumer can continue to expect a highly-valued product, but true luxury is exceeding client expectations consistently"

What do you most like about your job?

As an entrepreneur, I'm able to move quickly, stay flexible and always try new ideas. That means I pay for my mistakes myself, but I'm also deeply rewarded with my own successes. For others, that may be stressful, but for me, it's fun.

The aspect I love most, though, is the art of marketing and sales.

I'm especially fascinated by creating an in-store experience that focuses on the client while also educating each potential buyer on the life-changing value of a great mattress.

However, considering not all my clients are able to join me for an in-store experience, I also enjoy strategizing the virtual marketing experience across digital, print and social media.

It's a big puzzle to try to reach different targets and markets across various platforms, but solving the puzzle is so rewarding.

What is the biggest challenge in your work?

Operations management — Web development, inventory, human resources, etc. — will always be my biggest challenge, as my passion is marketing and client experience.

What is your work priority for 2022?

First and foremost, I want to support, expand and lead the talented team that we have.

I always want to help our employees better themselves and find growth, and I'm looking forward to finding new ways to do so in 2022.

Of course, I'm also prioritizing our expansion into more showrooms. Stay tuned.

What is your proudest achievement in luxury?

I am so proud of my team. Together we have built a brand that provides education on sleep and how a luxurious mattress will deliver the ultimate in support with unparalleled comfort.

Not only do we hold strong to our values and represent our brands and manufacturers well, but I'm also proud to say that we provide an unparalleled service experience.

How do you see luxury evolving in 2022?

The luxury consumer can continue to expect a highly-valued product, but true luxury is exceeding client expectations consistently.

We maintain that customers deserve to be treated with the utmost respect and care throughout every interaction with the brand — in the showroom, on the Web site, or when speaking with customer service. The future of luxury understands this.



Michelle Workman

Michelle Workman

Owner

Michelle Workman Interiors

Los Angeles and Chattanooga, Tennessee

"People are beginning to eschew the disposable. It will be less about consuming luxury, and more about investing in the experience of luxury"

What do you most like about your job?

I love the beginning of each project. After I've met and interviewed a new client, their personality fills my head until a design comes pouring out. Sometimes I can't get back to the office fast enough to start pulling together elements for their design.

It is always a heady rush of creativity at the start.

What is the biggest challenge in your work?

Juggling all of the different hats that I wear: creative, executive, PR, marketing, etc.

I am predominantly an artist and all of the business and administrative tasks are really learned behaviors.

I have a few scientist/mathematician/engineer types in my family, so logic and problem solving were part of my upbringing, and has certainly helped in that arena tremendously, but it is not a native talent as it is with others.

What is your work priority for 2022?

Streamline the processes, and make them more efficient so that what I do as an artist/designer can be reproduced by other designers in my firm, without losing any of the artistry, or client amenities that we provide.

We are constantly seeking the ultimate artistic and seamless design experience for our clientele.

What is your proudest achievement in luxury?

Being consulted by several different major corporations on coming trends in the luxury sector was an accomplishment not experienced by many luxury interior designers. Seeing those ideas then implemented and prove successful were very proud moments.

How do you see luxury evolving in 2022?

I believe it is becoming a journey of self-discovery.

People are beginning to eschew the disposable. It will be less about consuming luxury, and more about investing in the experience of luxury services, quality, detail, uniqueness and how these things relate to your self expression.

Want to know the Luxury Women to Watch 2021 list of honorees? Please [click here](#)