

Fashioning Success

Four female entrepreneurs show how the ability to change is important for long-term growth.

While posing for photographs before her high school prom, Becca Brown's high heels sank into the grass. She found herself stumbling around at a time when she most wanted to appear mature and sophisticated. The experience inspired SoleMates, the business Brown launched on the Internet in 2008 with former Goldman Sachs colleague Monica Murphy. The pair designed a plastic cap with a wide bottom that can attach to high heels to provide a more stable base while walking on uncertain terrain, such as grass or cobblestone streets.

Although getting stuck was the problem that led to the founding of SoleMates, Brown hasn't allowed inflexibility toward change to trap her business in a web of inertia. As part of a panel discussion at the...Wharton Women in Business Conference [in 2010], she and three other female entrepreneurs showed how the ability to compromise is key to long-term, positive growth.



Becca Brown (left) and Monica Murphy.

SoleMates are "an insurance product against losing a heel," says Becca Brown, and a way to preserve "the assets we already have by extending the life of our shoes."

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