

Cultivating Community

An Interview with Veronica Miele Beard and Veronica Swanson Beard, Co-Founders, Veronica Beard

EDITORS' NOTE Veronica Miele Beard is from North Caldwell, New Jersey, and hails from the world of finance. She worked in sales and trading at multiple investment banks on Wall Street – and did a stint in ad sales at Vogue – before becoming a partner and Chief Operating Officer at technology hedge fund, Coatue, where she learned to take risks and build a business.

Veronica Swanson Beard grew up on both coasts – in San Francisco, California and Naples, Florida. Her career in fashion started at Narciso Rodriguez and Alberta Ferretti, in wholesale, and as a buyer for Marissa Collections in Florida. If not a fashion designer, she would be flipping real estate and designing interiors.

COMPANY BRIEF Veronica Beard (veronica-beard.com) was founded by sisters-in-law Veronica Miele Beard and Veronica Swanson Beard in 2010. What began as a rack of dickey jackets has expanded into a full lifestyle collection for the women who make it happen. Their motto: Look good, feel good, do good.



Veronica Swanson Beard and Veronica Miele Beard

Will you highlight the history of Veronica Beard and how the brand has evolved?

VMB: I hail from Wall Street. I look at the world in the lens of supply/demand and what's missing from the market. We started Veronica Beard with a bet on the dickey jacket and the

VSB: We found ourselves at family gatherings talking about fashion and our new favorite designers. We both quickly realized there was a void in the market for clothes that you actually wanted to wear and live in. So, we set out to change that.

What have been the keys to Veronica Beard's strength and leadership in the industry?

VMB: I believe our strength in the industry is most importantly the success of our product, price/value, and the halo effect it has had in all that we do. We've been authentic in building our brand ethos and care about women and their daily plight.



idea of creating a uniform for women. Men had a suit and tie and walked into their work feeling dressed and ready. The dickey jacket was the answer to a woman's "wonder woman cape." We think of that feeling of cool, classic and chic in every piece or category we design. Since we launched in 2010, we've evolved into a full lifestyle collection, including handbags, shoes, and denim – and we have more to come.

VSB: Perseverance and patience. We built this business in a very old-fashioned way – getting out there, selling the product, and shaking hands. That is real. That is never going to go out of style.

How do you describe the Veronica Beard consumer?

VSB: We design for women who live full lives. They are multifaceted and multitasking, and making it happen every single day.

VMB: We like to say we are our customer. Every step of our design process is thinking about her lifestyle and how we can elevate her day.

A selection of Veronica Beard clothing and accessories



Will you provide an overview of the Veronica Beard collection?

VSB: The Veronica Beard uniform has always been cool classics for the woman on the go: a tailored jacket, the perfect jeans, a great dress, and chic accessories.

VMB: Every collection is a carefully curated mix of head to toe looks. Veronica Beard is known for investment pieces that are classics with a twist. Collections are rich in texture and color and offer versatility, mixed media, and the perfect sets, suits and denim.

What can consumers expect from the pre-fall 2024 collection?

VMB: We wanted to capture the leisurely spirit of summer. We have amazing dresses, lightweight linen, effortless tailoring, colored denim, and transitional pieces for layering as the season goes on.

VSB: It's all about simple sophistication, with notes of Americana – our designs are made to mix, match, and last.



Where do you see the greatest opportunities for growth for Veronica Beard?

VMB: We're focused on expanding our footprint, both here and internationally. Our long-term retail strategy is about connecting with the customer on the local level, meeting her where she shops. Cultivating community is a key driver of our business.

VSB: But we never want to race into anything. Every step we've taken has been carefully considered – like with the launch of our handbag collection this year. People have asked us about handbags before, but we wanted to take the time to do it right.

Did you always know that you had an entrepreneurial spirit and desire to build your own business?



VSB: I've always loved fashion, art, and interior design. When I was younger, I was obsessed with magazines and models and knew everything about the fashion industry. I also grew up in a very entrepreneurial family and my parents always made us feel like anything was possible.

VMB: I learned that a third of entrepreneurs are inborn and two thirds of people are taught to think like an entrepreneur. I've always looked at the world differently. I don't love rules, and I love when I'm told it can't be done. I'm obsessed with voids in any market and with innovation, creation, and how we can make money at it.

What has made the working relationship between the two of you work so well?

VSB: We would not be where we are today if there weren't two of us. Our two perspectives make this brand so unique and genuine. While we don't always agree on every minute decision or design detail, we are always aligned on the big picture, and having each other makes our successes that much more rewarding.

VMB: The secret sauce is having that camaraderie and trust. We are also family, so failure is not an option. With two Veronicas, we can divide and conquer, which is a lifesaver when balancing our family and business lives.



With the success that Veronica Beard has achieved, are you able to enjoy the process and take moments to reflect on the journey?

VSB: We never lose sight of how far we've come. That's why we're so passionate about VB Gives Back. We've always felt that if we are lucky enough to have this company and this platform, then it's important for us to do what we can to help others.

VMB: We live in gratitude for our customers, our team, our board, and our families. I try to celebrate the smallest wins every day. The universe is great.

What advice do you offer to young people interested in pursuing a career in fashion?

VMB: Don't build the stadium before securing the fans. Build organically through supply and demand. Find what you're good at, work and learn and you will find your passion.

VSB: Your biggest failures can become your greatest successes. Be patient with yourself and recognize setbacks as part of the growth process. Dream big and believe in your vision. ●

