

One of the biggest social changes in recent times is that your office can be wherever you are. And your brand can be you! Here are five women who are harnessing the potential of social media to create truly incredible careers.

THE VIEW

Lights



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DANA TOMIĆ
HUGHES

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CAREER ADVICE:

*“Learn from other businesses
and what they’re doing well.
Learn from other industries.”*

Romance Was Born dress,
\$590. Mimco earrings, \$149.

While the online world has generated opportunities for many aspiring creatives, it facilitated an unexpected career change for interior designer Dana Tomić Hughes. In 2010, the blog Yellowtrace began life as her passion project. “There was never a plan for it to become anything,” she says, but it gained traction quickly as it was one of the few websites for designers by a designer.

Hughes and her husband Nick quit their jobs in 2011 to focus on the site, which had earned respect not only from the industry, but also from advertisers and collaborators.

“What cemented our growth and our standing in the industry were the Milan Design Week trips,” she says. “Nobody was going there and explaining the context.”

While she started off paying her own way, by the second year she was sponsored and then the trip turned into a talk series. “That’s

been one of the most successful projects. It’s brought worldwide attention,” says Hughes.

Interestingly, Hughes’ engagement with the online world led to design-focused work too. Three years ago she launched Studio Yellowtrace and what started out as a few interior projects led to consulting on art direction and branding. She also does trend forecasting but doesn’t necessarily label it that way because “professional designers hate trends and the word itself.”

The rewards of having an online business have been abundant – and more than purely financial. “I’ve met the most incredible people,” says Hughes. “Most of them are my idols, who I never thought I would be able to sit alongside. I never imagined this other world of possibilities. To be acknowledged for what you’re doing is the most incredible feeling.”

JONES

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ENDLESS POSSIBILITIES

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ART OF
SAYING
NO**

**FASHION
GIVES BACK**
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a difference

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**UNDER THE
INFLUENCE**
5 women who have
harnessed the power
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Karlie Kloss

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