

WOMEN COLLABORATING, SHARING, AND GROWING AS INDIVIDUALS



THE W FACTOR

REDEFINING FEMALE IDENTITY

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UERTLXAU
QUINIQUE
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TKFORCEWI
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ISBP
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The synergy in the room at the beautiful 41 Ocean was captivating. Questions were flying, ideas were being shared and no one really was ready to go home after the event ended.

Signs of a great event!

In April, Haig Barrett sponsored the last of the Stiletto Gal Speaker Series featuring Erica Spiegelman and Brittany Castro sharing their insights about wellness and being financially wise.

Aspiring women entrepreneurs, seasoned leaders and professionals, and women just wanting to support other women all joined in to learn, share, and celebrate women!

This speaker series is part of the efforts of StilettoGal, a multimedia platform, which provides resources for

women entrepreneurs and leaders. StilettoGal is part of our new special division about women, the 'W Factor'.

Our mission at the 'W Factor' is to bridge the communications between women and brands by using analytics, segmentation, and strategy to help redefine female identity.

And our goal is to start a real dialogue and spark conversation about what women really care about.

At Haig Barrett, we believe women's voices are important and the event this evening just affirmed our commitment to supporting women.



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The event not only provided insights and resources for the audience but also provided a great way to broaden the sphere of influence, to expand on discussions about various interests in today's community, and most importantly, to bring women together to collaborate and share.

One of the speakers, Erica Spiegelman, is an Addiction Specialist, Counselor, Author and Speaker who has made an indelible mark in the field of addiction recovery. She founded a multi-media health and wellness platform, providing consulting and counseling solutions for clients by providing them with tools on how to reach emotional, mental and physical freedom.

Brittany Castro is a Founder and CEO of Financially Wise Women, a Los Angeles based Financial Planning Firm for women was the second featured speaker. She specializes in working with busy professional and entrepreneurial women who are passionate about life and want to gain clarity around their money.

Over the last few decades, women have come a long way. Women now drive the world economy. Globally, women control about \$20 trillion in annual consumer spending, and that figure could climb as high as \$28 trillion in the next five years.

Not only will women represent one of the largest market opportunities in our lifetimes but they will also be an important force in generating new prosperity for the world's economy.

Women are the heart of families. They are the tastemakers, trendsetters and influencers and as such, they deserve to be valued and heard across all industries. And Haig Barrett is here to help make sure their voices are heard.

W Factor will be launching in the Fall with more of these exciting activities and events. In the meantime, please stay tuned as Haig Barrett builds bridge between brands and women as the beacon for women!