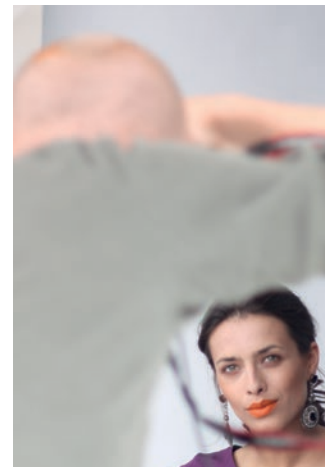


# THE FOLD'S WORLD

The Fold's collection is designed to empower women by creating styles that are chic, versatile, and sophisticated – appropriate for work and just as exquisite afterhours. In honour of our inspiring customers, we have created The Fold Woman, our blog profiling extraordinary women and their tips for success.



## BEHIND THE SCENES



## THE FOLD WOMAN



Wearing the Bond Street

Gemma Godfrey is the Head of Investment Strategy, a television broadcaster, board director and quantum physicist. Voted the most popular woman in finance on Twitter, Gemma directs the Asset Allocation and Investment Committees of Brooks Macdonald. Co-hosting flagship shows on CNBC, Gemma is a leading financial commentator across all forms of media



**Describe your office style?**  
Executive, tailored and stylish

**What is your greatest achievement?**  
Reaching a level of influence where I can make a tangible difference, directing companies to achieve their goals and inspiring women to further their careers.

**Any tips for success as a women in business?**  
Follow your passion – focus on what you are good at and enjoy doing, and then success will come more naturally.

**Intrigued?**  
Read the full interview at [thefoldlondon.com/thefoldwoman/gemmagodrey](http://thefoldlondon.com/thefoldwoman/gemmagodrey)

Follow Gemma @GCCGodfrey



“DRESS FOR THE JOB YOU WANT, NOT THE JOB YOU HAVE”



## MEET OUR DESIGNER

Anna Mason. Having worked for some of the best known brands in the industry, her specialty is flattering cuts in luxurious fabrics and knowing what makes Women feel stylish and comfortable. She counts The Firenze and Le Marais Capsule amongst her favorite pieces in The Fold's AW collection.

Read more about Anna at [thefoldlondon.com](http://thefoldlondon.com)



Wearing le Marais Capsule