Tech is the new fashion

Speaker 1 00:05

Hey, my name is Will Newsome, and you're listening to TechStart. And this show we explore the realities of changing careers and getting into tech. I know how scary it can be. And that's why we created this show to support you on our journey. Recently graduated from a data science bootcamp. Well, let me tell you something, I haven't found a job in tech yet. But that's because I'm not desperate for one. I'm employed at the time of this recording, and I'm working in a field closely related to tech. So I guess you could say that I'm going to pretty lucky position where I can be selective about my new role and don't have to rush into things. What I'm looking for is more opportunities, better hours, remote work, and the ability to spend more time with my family. Many people go into tech because they feel unfulfilled in your work. You can even be well established in your current career. But finding a more junior position in tech provides you with other opportunities your previous career couldn't. That's the case for our guest, Isabel, who found what she was doing that work was more important than our title. And this episode was for what a job a tech can give to a person beyond a bigger paycheck or a more flexible lifestyle.

01:18

I've worked for over 20 years, nearly 25 years in, in fashion, I'm approaching 50. That's quite a mixed result. So I've always followed my passions. And basically when I started to work like long time ago in my my 20s, I was passionate with fashion. It was in the 80s 90s I worked for the first big company I worked for was was Prada at the time was where Mrs. Parvizi was in the company she's she's a fashion icon and I was part of the of the team in Paris. So that was really a great experience. Then the company I probably enjoyed the most was Burberry. I worked for seven years for Burberry, it was at the time where Angela herons was at the head of the company, and together with Christopher, that was just a magical time. The team was fantastic. I mean, obviously it was at the time where we we boosted the business like like crazy. I was working in accessories, but the team and the the atmosphere was fantastic. So it's the one company I should quote yes, definitely Burberry. And it's also the company that brought me to London, I fell in love with London after moving for Burberry. So I've worked on my life with designers in working for fabulous brands in big teams. And that was until COVID it when COVID Eight I was still like travelling every week, like between Madrid, Paris and London taking basically like three flights a week one yourself and depending on the the combinations, I was enjoying to certain extent like the work I was doing, but COVID made me stop and just ask myself, Okay, what's, what am I going to do next? And what do I want to do next because I chose to relocate in London and from there to start fresh again, either in fashion or somewhere else. And I was basically working on small fashion project with a friend, we needed a website. That's where all started. Basically, I got in touch with web designers, web developers, and the more I talk to those people, the more I felt really like hooked I mean to the point that just after a few weeks, I think I was like saying to my friend, okay, I'm gonna do the website. So I started like exploring WordPress, taking some some online classes and, and really, the more I dig into it, the more I felt like fascinated and interested and really like excited. So I really decided to take the chance actually, because I felt this this kind of park that I never felt like for before, like for a long time. And I decided to take it seriously. So I started with online classes and sang. And

finally I signed up for the TripleTen bootcamp. And that was in the middle of COVID. So that was perfect time because I was in between jobs. And yeah, that was amazing. And the more I did it, the more I liked it.

Speaker 1 04:25
I know you said you were taking like you were teaching yourself like you were you were self taught in the beginning. What made you take the jump from being self taught to like even thinking about joining a bootcamp and paying money for it because you obviously taught yourself a certain amount of things.

Speaker 2 04:39
Yeah, I wanted to go in depth into things and not to stay on the surface and to grab a few bits here and there. That's how I felt because also I started by for instance, dealing with WordPress or playing with WordPress like to build some websites. So obviously when you do something like that when you approach a field by just using a tool Do you only get to certain depths of understanding of why everything is made a certain way, you can obviously dig into things and find some more information about things. But I wanted really structured paths of learning where I could go in depth and have a good base that would allow me to go further to go deeper in the areas I was interested in. And that's exactly what I found with with TripleTen. I really liked and loved the flexibility in the learning pattern. And this idea of submitting some sprints to real professionals that would give something back.

Speaker 1 05:41
What Isabel means here is that coding bootcamp TripleTen is divided into sprints Sprint's are two week periods of work. At the end of each sprint, a student has to submit the part of their project they've been working on for code review, a reviewer then gets back to the student with the feedback and tips. That's the part I guess like the most.

Speaker 2 05:57
For me, it was the perfect combination of solid knowledge combined with with flexible learning patterns. So really having because I compare them to with like other boot camps, I didn't I didn't find the same combination anywhere else.

Speaker 1 06:15
Was the coursework difficult for you? Or was the kind of straightforward.

Speaker 2 06:20
You know it was challenging, but that's what I liked. I would have liked it if it was if it had been easy. No, no, no, no, no, no, that was that was very challenging because it was it was truly really interesting Sprint's I mean, I remember at the at the beginning of the of the court of the of the year, like the tutor was saying, you will see around spring 1011, it starts to get a bit bit tricky. Don't give him up to know that that was fabulous. Because because it was challenging enough yet achievable if you if you if you put the energy and if you don't give up actually you can make it. For me, during the bootcamp, it was a way also to honing to holding back some freedom, and to really master my time again, because as I was saying, like before COVID I was just like travelling from one city to another I, I was definitely not mastering anything, I was just like, going where people needed me and where the work was, require

me to go. But what I felt was was amazing chances like by embracing this new passion by following this new path, like in tech, I could build something that I could truly own myself. I've worked in fashion I've always worked with, with designers with with aesthetic, like visions and point of view. So for me, it felt natural to just gravitate around the design side of things. So I don't remember who who said that. But I'm more like attracted by the front end of the front hand, technically, okay. Yeah, so of course, the back end is interesting. It's playful. It's building like some functions. But for me, there is an extra added value or added joy to build something that is aesthetically is pleasing to the eye.

Speaker 1 08:20
Isabelle mentions here that she's big on the front end, rather than the back end. If you're just starting out, it may sound a bit confusing, but don't worry, I got you. Front end is an interface of a product and what you as a user actually see when you interact with a website or an app back in is a server side, you just don't see it. But it's the backbone of every IT product.

Speaker 2 08:39
That's why today I like to work mostly with artists and with independent people who have also a creative vision for their own work. And by partnering with them and building websites for them. I think that's where I find fulfilment. And I have also like, make them then you've heard something that they are really pleased with.

Speaker 1 09:00
How was it transitioning from I guess, designing fashion to designing websites? Like how was that transition? Like going back to school? I guess if you say.

Speaker 2 09:12
In some way, the web is the new fashion. What was happening at the 80s like in the fashion world like with some some amazing, like new designs and things that would surprise people and make them dream? I find the same into in the web today. And that's what I'm excited about. And in terms of building, what does it mean to build a website? It's it's also a mix, I would say between structure and creativity. And that's exactly the kind of mix I found also in fashion when I was working with designers to build collections because I my experience is rooted in collection merchandising, so it's really making the link between the design and the commercials I tried. And when I build a website if there is something similar, because it's like enhancing the work or the value or the business idea of somebody into something that will be understand the ball to the majority of people and to all the visitors that will go on the website. So maybe it's a bit of a stretch, but for me, there are some.

Speaker 1 10:23
Yeah, no, I don't think it's a stretch at all. Like you, you articulated it very well. Obviously, like you said, a couple of times, you've been in industry for a long time working with clients and these high end luxury brands, how does that translate to you working with like, these independent boutiques and creating their websites for them.

Speaker 2 10:42

That's really my past experience is really useful in terms of project management, because having worked for so long on multiple projects, I mean, obviously from it's also very important to make the whole process very enjoyable, very structured, also, I'm very clear for for my clients. So I take, I would say, from the organisation side of my past career, I take a lot into the project management, obviously, it's completely different scale and frame. But for me, it's it's very important the same way. And that was the same when I was working for brands to make my customer happy. It's a bit of, I guess, client oriented mindset that comes probably from so many years. That is the key.

Speaker 1 11:35
Yeah, that makes sense. Are there are there any lessons other than like the visual aesthetics and the beauty of the fashion industry and the beauty of web design that tech could learn from the luxury fashion industry, like any, like work cultures, like philosophies about I guess, life in general.

Speaker 2 11:49
I think it's yeah, it's more business culture, it's about communication is key. And and that's particularly maybe important for web designers and developers, because it's not something that will come naturally as a requirement to them due to also the nature of the work being in front of a computer. But at some point, if you want to preach, present your projects, and to actually share with even like networking, or share with other people, I think it's important that to realise that communication is a key pillar of what you do whatever your industry and your activity, including webdev or web design.

Speaker 1 12:31
Do you still work in fashion right now? Or are you kind of all web development?

Speaker 2 12:37
I do, I still have a part time permanent mission with with a brand in London. But it's a it's a nice, smaller brand that is more about like, long term style and quality than fashion shows and crazy hectic rhythm. And it's a smaller structure than the one that I've worked with previously. So this is actually a nice balance. Because I've got a small team of like 10 people, the whole brand will like about like 50 people all together. And I do enjoy actually do working for them in parallel. Still in my old world, but that's because I've got this, this activity of what design and development on the side where I can change myself learn things new, I'm more than happy to share more and to basically manage teams on the in a different environment. Also on the side.

Speaker 1 13:39
Do you ever plan to transition into tech full time in the future? Yes.

Speaker 2 13:44
But with my own business, not working for a big company?

Speaker 1 13:47
Why is that? Is there is there a reason why the freedom?

Speaker 2 13:51

Yeah, it's freedom, because I've worked 25 years for big time to do something different.

Speaker 1 13:58
What will you do with that freedom that you that you can gain from working for yourself?

Speaker 2 14:02
Choosing the clients, I want to work with owning my time living exactly where I want to live? If I want to work from Tokyo? I can. I know it sounds like yeah, that's always in the back of my mind. I did the whole boot camp on a laptop for that specific reason, because I want to be flexing.

Speaker 1 14:24
Okay. Yeah, I mean, yeah, it's make sense. I know you mentioned earlier that you are travelling, like taking three flights a week. How has your lifestyle changed now that you can run like your life remotely rather than always on the road or in the air?

Speaker 2 14:43
Well, I've got a little dog that sums it all.

Speaker 1 14:49
I know you had a lot of passion for what development when you were doing your website design. Did you have any doubts though? Um, or how did you feel when you're transitioning into the web development field?

Speaker 2 15:00
Well I'm still at the beginning of the Pats but what the TripleTen experience proved me and showed me is that if you want to learn something if you want to find the solutions over something if you if you put the work and your energy into it you will get there. So I didn't have any doubt that I if I wanted to do that or not know that there was a chance I had is that I really felt genuinely excited. So I had the willpower I had also a strong why let's say because that was and that is still to master my time to master my freedom. And this is a big willpower driver for for me obviously every time I'm I'm doubting or I'm struggling with learning something new. If I just think about that, then I'll just continue this is exactly the way it works. Like I need a bit of passion and I need some understanding of why I'm in a certain position pursuing a certain goal.

Speaker 1 16:00
I know you said earlier you said you're pushing you're pushing 50 Don't look at but there's people that's been in industries for like 2030 years and like they would never even consider like switching industries because like they they know one thing they may not love it they may love it. What is some like advice? Or? I guess things you would tell them to like bet because you still love your industry you still love fashion?

Speaker 2 16:24
Yeah, I still love fashions. It's not as exciting as in the 80s I still love it. I think it's all the more important to question this once you get older. It's fantastic it's it makes you feel young again actually to start

something new. So I would say as an advice if you ever are afraid or are feeling you're getting old or like if you losing the the bit of your enthusiasm. Yeah, that's exactly why you should start something new is living the important to question things.

Speaker 1 17:09
Will you look at potentially going full time into tech? Does it feel like you're down shifting from like your legs, years career and faction? Or does it feel like you're just living like like that you kind of want to live?

Speaker 2 17:22
Second option. Living the life I want to live Yes. At this time, because I'm I'm not I had a fantastic time in fashion. Also with those crazy travels and those crazy fashion shows. That's the life I wanted to leave at that point. I think the world is changing. I am changing and it's again, it's important to listen to yourself. At that moment. What I want is more like freedom.

Speaker 1 17:54
I guess the main lesson here may sound cheesy, but it's never too late to make a shift and learn something new. Something that gives you a new perspective on things and allows you to live your life to the fullest. For Isabelle, it was tech. Maybe it's time for you too. In the next episode, we'll explore the reality of changing your career when directly impacts the rest of your family to be exact five nieces and a bunch of adults all living under the same roof. This podcast was brought to you by libo/libo studio in partnership with TripleTen. If you like our show, share it with your friends and leave us a review on Apple podcasts wherever you listen to our show. For more tech career tips, go to tripleten.com/blog or simply follow the link in episode description. Tune in next week.