

in WESTON™



LIVING THE DREAM

Meet 7 South Floridians
who prove it's never too late

On THE Rise

SCREAM QUEENS' DIEGO BONETA

Holiday MADNESS

HOW TO LIVE THROUGH IT
(HAPPILY!)

*Weston gets a
hot new hangout*

Beth Sobol

PLANTATION

OCCUPATION (OLD): International fashion model; founder and executive producer of Miami Fashion Week

OCCUPATION (NEW): Founder & director of the Council of International Fashion Designers, producer of Cruise Fashion Week, mini fashion week-style events on cruise ships worldwide; radio show host on fashion, beauty and wellness for women over 50

Where she started:

In 1996 I started Sobol Fashion Productions, a full-service fashion show and special event production company. Within a few months, I was hired to produce a two-day fashion event in Guayaquil, Ecuador, for live television. The organizers of that event had 21 of the biggest designers from 12 Latin American countries participating in the shows. They all wanted to come to Miami. Two years, I launched the first Miami Fashion Week and brought them all here.

Her a-ha moment:

From 1999 to 2010, I ran Miami Fashion Week alone...from my house! In 2010, I was joined by my first business partner, Aaron Perry, who worked on the strategic development and global expansion of the company. In 2013, he brought in a group of European investors to help continue this growth; the 2014 event was live-streamed to an audience of over 600,000 people. In 2015, the new partners asked Aaron and me to buy the entire event, with plans to turn it into a television production.

Her advice to those with a fear of change:

The “unknown” is the most exciting challenge! This is where you really get to be creative, industrious and become the “mad scientist” in your chosen industry to develop new ideas and plans for growth. That has been my philosophy since high school and I have never looked back or regretted a single day in my life or the choices I have made both personally and professionally.

