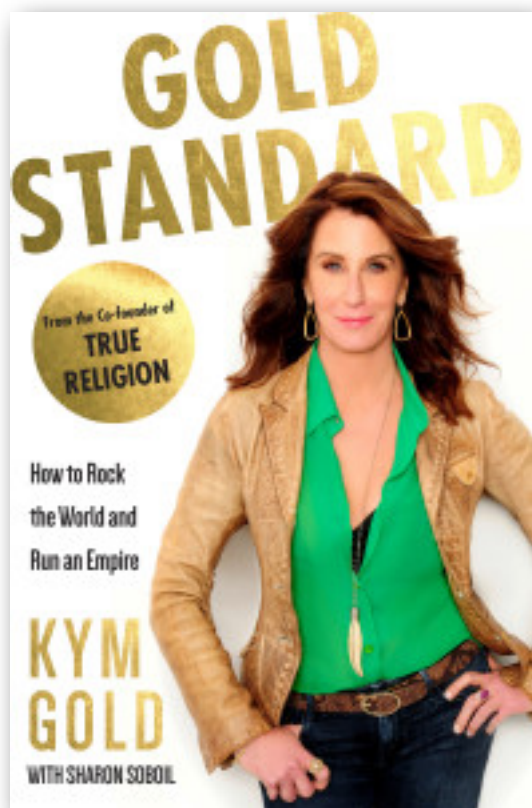


# *Gold Standard by Kym Gold*

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FOR IMMEDIATE RELEASE:

**GOLD STANDARD: How to Rock the World and Run an Empire**

**By Kym Gold,**  
Co creator of **True Religion Brand Jeans**

“I had struggled, worked, begged, borrowed, and well everything but stolen, to make these jeans and the company a reality. And now, according to our sales numbers, they would be on three out of five people throughout the world.” —*From Gold Standard, on the creation of True Religion*

She kept silent for seven years, but now Kym Gold is revealing in a new memoir how she lost her marriage and the brand she created on Valentine’s Day in 2007. Revealing storytelling combined with savvy advice and inspiration for women in business, Kym Gold shares all in her book ***GOLD STANDARD: How to Rock the World and Run an Empire*** (Skyhorse Publishing; September 15, 2015; \$24.99; ISBN: 978-1-63450-128-6). From her brief marriage to TV producer Mark Burnett of *Survivor* fame, to selling T-shirts on Venice Beach, to creating a multimillion-dollar denim wear company, Gold gives us a no-holds-barred account of the challenging, life-altering occurrences that come from the fame and fortune of creating a successful fashion empire.

Growing up as a triplet amidst actors and celebrities in the Los Angeles area, Kym always felt the need to find her voice, create her own unique style, and listen to her intuition. She started her first company by buying and dyeing irregulars from clothing stores and selling them on the beach. Soon after her marriage to fabric salesman Jeff Lubell, they launched True Religion Brand Jeans, which catapulted into success and soon became a publicly traded company.

While True Religion’s popularity rose, behind the scenes was a different story: Kym’s marriage to Lubell was falling apart. The board of trustees was secretly going behind her back to have her pushed out of the company, diluting her importance in the company by erasing her existence as a cofounder and calling

her “wife of the company’s cofounder.” On that fateful Valentine’s Day morning in 2007 when a messenger came by to serve her divorce papers, Gold had the entire company ripped out from underneath her within hours:

I could feel the rage building inside of me. Locking me out of the company meant that everyone knew about this ahead of time. Everyone knew what was going down except me. I was devastated.

Never one to stay off her feet for long, Gold invested her time in the creation of her next fashionable feat, Babakul and opportunities to sell her new clothing line on national home shopping networks. Gold mixes her compelling personal journey with savvy business advice, such as: if you are a creative, build up your business acumen; never open mail on a Friday; take time to cherish your success; and fight to get women on your board of directors.

Motivating readers to fight for their beliefs and listen to their guts, **GOLD STANDARD** provides a behind-the-scenes view of how women must educate themselves and fight to protect their interests in business.

#### **ABOUT KYM GOLD:**

Kym Gold is the cofounder of designer jeans brand True Religion, which she left in 2007. She is also the creator of notable clothing brands including Bella Dahl, Hippie Jeans, and Babakul, and her fashion has been worn by celebrities such as Gwyneth Paltrow, Angelina Jolie, and Jennifer Lopez. Now, Gold works as a fashion business, marketing and branding consultant in the Los Angeles area. She has three children and lives in Malibu. **Gold Standard** is her first book.

#### **ABOUT SKYHORSE PUBLISHING:**

Skyhorse Publishing is an independent book publishing company founded in 2006. Headquartered in New York City, its distributor is Perseus Book Group. Each year they publish an eclectic list of titles across fiction, history, politics, business, humor, and more. For more information, visit [www.skyhorsepublishing.com](http://www.skyhorsepublishing.com).

#### **GOLD STANDARD:**

**How to Rock the World and Run an Empire**

**By Kym Gold with Sharon Soboil**

**Skyhorse Publishing**

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