

## FIRST ARE YOU ON THE LIST?

3 ENTREPRENEURS TELL HOW THEIR COMPANIES EARNED  
A SPOT WITH THE IN CROWD. BY NICHOLE L. TORRES

would spend \$20 on fitness and glamour magazines at the newsstand. Then I would put together press packets with invites [for editors]. From the PR we got, clients rolled in. We got write-ups in *Elle* and other [publications]—*The New York Sun* was probably the turning point. When that article hit stands, I had more celebrity [clients] than I could handle.” —Alycea Ungaro, 40, founder of Alycea Ungaro’s Real Pilates, a fitness studio in New York City, whose clients include Madonna and Molly Sims. Sales: \$1.1 million

“I live in Southern California, and every time I was in Los Angeles, I’d keep a bag of products in my car. I’d have lunch at Fred

## ● HOT OPPORTUNITY: Selling Wine Online



# launch



“[Celebrities] will hear you out because they’re entrepreneurs as well,” says Terry Carter, who wooed star clients with free products.