



**AMBITION:-** *Definition* – Strong Desire For Success-Craving, Drive, Eagerness, Passion

The definition of ambition is a “strong desire for success!” Success comes in different forms; Success can be related to all aspects of our lives from the workplace to personal success relating to our families, children and even achieving goals, for instance getting into that size 10 that we always worked hard for.

At number 35 we have so many ambitions which seem to get stronger with age (I did think that after 35 ambition was meant to quieten down a bit!) but at number 35 we are all so driven by our client’s success with their wardrobes, that makes us want more and more women to experience the same feelings they have every time they wear a number 35 piece.

In a recent article in the Times, it states that fashion brands very rarely make money and that designers work so hard and in return are disappointed time and time again. The outlay of capital to invest in a collection very rarely sees a return. I laughed when I read it, as Lisa Armstrong was so so right. But where in my opinion, she missed the point, was that being a designer is a calling and no matter how many times you think it’s a stupid idea, it just doesn’t go away. Eventually you go with your instinct and fight tooth and nail until you achieve success.

The one thing I have learnt from my business is that it’s not always about achieving the end result, but enjoying the journey and experiencing the emotions that are felt throughout the process. How many times do we go through life achieving great success, then realising success is an illusion and we in fact feel the same if not worse, than when we started. We have rushed the journey and forgotten the lessons we were meant to learn.

Having goals and ambitions is necessary for all of us, no matter what age or state of mind. It’s the driving force that pushes us forward to achieve a meaning in our lives, but let’s remember success means nothing if it comes with a price, a price we are never willing to pay.

number 35 create a contemporary tailoring capsule wardrobe for professional women. To view number 35’s latest collection please browse the website on [www.no35.co.uk](http://www.no35.co.uk)