

APPAREL AND ACCESSORIES

Prota Fiori's Jennifer Stucko: Luxury Woman to Watch 2021

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Jennifer Stucko

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Jennifer Stucko, founder/CEO, **Prota Fiori**, New York

"Although there is a lot of buzz circulating female empowerment and female-led businesses, the reality is that approximately less than 2 percent of venture capital goes to women"

What do you most like about your job?

As one of my favorite motivational speakers and authors quotes, "People don't buy what you do, they buy why you do it."

The simplest gratification of starting my own purpose-led company created on the ethos of sustainability is having the ability to spark curiosity and drive change.

I believe that leaders who start with what they believe in will inspire action for those around them, because in the end we follow those who lead not for themselves, but for others.

Prota Fiori is a pure manifestation of my desire to have a positive impact on humanity and I'm grateful for this opportunity everyday.

What is the biggest challenge in your work?

I certainly like to redefine challenges as opportunities and embrace them with open arms.

That said, one of the biggest opportunities I face is raising capital.

Although there is a lot of buzz circulating female empowerment and female-led businesses, the reality is that

approximately less than 2 percent of venture capital goes to women.

That said, I like to think that I've grown an even thicker skin with my approach to entrepreneurship.

How have you adapted to the new order of things with the public health crisis?

I have been living with the mentality that tomorrow is not promised, and it is not promised to be the same as today for quite some time.

In this sense, my mentality has not changed, but, of course, I have adapted to new ways of communicating, socializing and managing the expectations of my new business.

The best things in life come from within you, and I've been taking advantage of this time to take some extra care and nurturing of myself in order to manifest new intentions in my life and business.

What is your work priority for 2021?

My work priority for 2021 is closely tied to what I like most about my purpose, which is to spark curiosity, inspire action and drive change on both the industry and consumer level.

Prota Fiori has been conceived with the belief that our business can be a catalyst for change and my priority remains to continuously build an authentic and socially impactful company with sustainability at the center of it all.

What is your proudest achievement in luxury?

My proudest achievement in luxury has been creating Prota Fiori. The brand is a culmination of what I believe in, what's important to me and who I am.

My personal journey is reflected and intermingled into every aspect of the brand's DNA from the voice, the mood and tone and, most importantly, the values.

As I build Prota Fiori, I always take a step back before I bring on a new partner, as it's important that they must be aligned with what we stand for at our core, and I am proud of this integrity.

How do you see luxury evolving in 2021?

I believe that luxury consumers are becoming more aware of sustainability, and fashion consumers, in particular, are realizing that you do not need to sacrifice design, style and quality to buy sustainable footwear made in Italy, the most recognized country filled with the most skilled shoe artisans in all of the world.

I believe with the broader cultural tailwinds around sustainability, Prota Fiori, in particular, will aim to catalyze the shift by filling the gap in the market and fulfilling consumers' desire to shop consciously.

[Please click here to see the entire Luxury Women to Watch 2021 list](#)

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