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The Luxury Collection's Mary Pat Wallace: Luxury Woman to Watch 2022

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Mary Pat Wallace

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:

Mary Pat Wallace

Founder/president

[The Luxury Bed Collection](#)

Chicago

"The luxury consumer can continue to expect a highly-valued product, but true luxury is exceeding client expectations consistently"

What do you most like about your job?

As an entrepreneur, I'm able to move quickly, stay flexible and always try new ideas. That means I pay for my mistakes myself, but I'm also deeply rewarded with my own successes. For others, that may be stressful, but for me, it's fun.

The aspect I love most, though, is the art of marketing and sales.

I'm especially fascinated by creating an in-store experience that focuses on the client while also educating each potential buyer on the life-changing value of a great mattress.

However, considering not all my clients are able to join me for an in-store experience, I also enjoy strategizing the virtual marketing experience across digital, print and social media.

It's a big puzzle to try to reach different targets and markets across various platforms, but solving the puzzle is so rewarding.

What is the biggest challenge in your work?

Operations management Web development, inventory, human resources, etc. will always be my biggest challenge, as my passion is marketing and client experience.

What is your work priority for 2022?

First and foremost, I want to support, expand and lead the talented team that we have.

I always want to help our employees better themselves and find growth, and I'm looking forward to finding new ways to do so in 2022.

Of course, I'm also prioritizing our expansion into more showrooms. Stay tuned.

What is your proudest achievement in luxury?

I am so proud of my team. Together we have built a brand that provides education on sleep and how a luxurious mattress will deliver the ultimate in support with unparalleled comfort.

Not only do we hold strong to our values and represent our brands and manufacturers well, but I'm also proud to say that we provide an unparalleled service experience.

How do you see luxury evolving in 2022?

The luxury consumer can continue to expect a highly-valued product, but true luxury is exceeding client expectations consistently.

We maintain that customers deserve to be treated with the utmost respect and care throughout every interaction with the brand in the showroom, on the Web site, or when speaking with customer service. The future of luxury understands this.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)

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