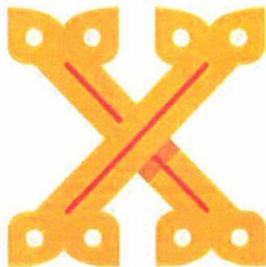




The Entrepreneurship Issue



Moose-X Training

Former banker **Manya Klempner '03** loved the adrenaline of the trading floor. But long hours at Citi, JPMorgan, and Merrill Lynch meant she rarely made it to the gym. Determined to make fitness more realistic for busy women like herself, Klempner cofounded Moose-X Training in November 2012 with a simple promise: convenience. Customers can select and book a Moose-X personal trainer online who will meet them at their home (or anywhere convenient). Cym membership—a prerequisite for most personal training sessions—is not required. “We’re making personal training accessible—not just something Gwyneth Paltrow can afford,” Klempner says. Why the moose? “Because we’re approachable and fun; we’re not about spandex and the latest fitness trends.” Although Klempner occasionally misses the multimillion-dollar deals from her former life, she loves the speed at which she can grow the company. “No memos, no committees, no getting approval. Here the buck stops with me.”

► THEMOOSE.UK.COM



YOOX GROUP

Aspiring fashionistas can buy runway looks without leaving home thanks to YOOX Group, founded by CEO **Federico Marchetti '99** in 2000. Yoox.com, one of the global e-commerce giant’s many offerings, allows shoppers to choose from a vast selection of hard-to-find designer fashion, rare vintage pieces, art books, and design objects. YOOX also runs the online stores for major houses like Alexander Wang, Armani, and Valentino. The firm launched TheCorner.com, a luxury boutique for high fashion, in 2008, and ShoeScribe.com, dedicated to high-end women’s footwear, in 2012. ► YOOXGROUP.COM



Zachary Prell, Inc.

Years on Wall Street wearing pricey but poorly fitting shirts gave **Zachary Prell '05** a mission: to create a comfortable, stylish, and versatile sport shirt collection. The shirts Prell designed less than a year after graduating from Columbia look good tucked or untucked, with or without a tie. Today, his eponymous men’s sportswear brand includes outerwear, sport coats, knits, sweaters, and swimwear, and is available in more than 200 stores in the United States, including Neiman Marcus, Nordstrom, and Saks Fifth Avenue—and the company recently announced \$15 million in equity financing to support further expansion.

To honor his earliest inspiration, Prell called the brand’s first shirt the “Irving” after his grandfather, Irving Prell, an entrepreneur who started his own pharmacy in West Los Angeles. The Irving sold out quickly, but Prell continues the tradition of naming shirts after friends of the brand. ► ZACHARYPRELL.COM ◄

