



MODERN-DAY SUPERWOMAN IKEDA FEINGOLD MAKES BEING A MOTHER TO FOUR CHILDREN, STARTING AND RUNNING A VODKA BRAND, AND WORKING AS A FASHION/FOOD STYLIST LOOK EASY.

Hair & Makeup by **Valerie Todesco**
Styled by **Ikeda Feingold**

Bathing Suit / **House of Strut**





←
Bikini / **Kate Spade**

→
Scoop Neck The 1970 T-Shirt /
The1970Vodka.com
Bracelet / **The Diamond Center**

Not to my surprise, Feingold showed up to meet with me in a sleek black-on-black jumpsuit ensemble, stunning strappy pumps and mixed-metal statement earrings, all perfectly tied together with her manicured nails and freshly blown-out hair. I was in awe, to say the least.

After being raised in New York, Feingold made a few moves between New York City and Paris to model, and eventually made her way down to Savannah 16 years ago. Between her vodka brand, The 1970, and her endeavors in styling, Feingold has without-a-doubt made a name for herself around Georgia. I know what you are all thinking—"How does someone manage to successfully dabble in so many different industries?" Feingold's story is not only inspirational but extremely heart warming.

When creating The 1970, there was one main thing she wanted to incorporate into the vodka: for it to taste like "home." The mouth-watering concoction first appeared on the day of her birth in 1970, following a Japanese tradition in her family. Her grandmother's cocktail held such a prominent place in her heart that Feingold made sure it would end up in restaurants and bars, too.

"When I was first thinking about creating The 1970, I began looking at the products on supermarket shelves and realized that there was something missing. You could find uniquely flavored vodkas and whiskeys, but you couldn't find a properly proofed cocktail. I began playing around with the ingredients my grand-





mother would use at home. She didn't originally use 19 ingredients, but I thought it would be perfect to use 19 and proof it at 70 percent, creating the The 1970 vodka cocktail."

Though currently only being distributed in Savannah and Atlanta, Feingold plans to expand nation-wide. Also, to let you in on a little secret, she is already coming up with ideas for different spirit cocktails.

Aside from her love for creating this one-of-a-kind spirit, Feingold immerses herself into fashion and food styling as often as she can (or as often as her busy, family-oriented schedule permits.) Going from modeling to styling seems like the dream come true, and for Feingold, easily became a reality.

"The transition was fairly smooth. Since I was a young girl, I was very interested in fashion and clothing, so moving into styling from working in the fashion business made sense. And, of course, I love food, so food styling made sense, too. It's really interesting because The 1970 is the first project that has really blended two loves of mine— aesthetic and culinary delight."

For as long as she can remember, Feingold has constantly wanted to explore different hobbies. Between writing, painting and styling, she admitted that those interests were really never enough, and is thrilled that The 1970 has truly combined a multitude of her passions.



The 1970 is now distributed around Georgia.



Merging the retro style of the '70s with her native Japanese and Russian cultures, The 1970 Vodka's unique visual branding tells the story of Ikeda's singular experiences as a designer and a multicultural progeny.



Bikini Top / **La Perla**
Bikini Bottom / **L Space**



Black & White Scarf / **H&M**





←
Vintage Bodysuit /
House of Strut

→
Gold Jacket / **Moschino**
Bikini Bottoms /
Cate Lyon



→ Diving into an entrepreneurial idea is exciting but often intimidating. During the first stages of The 1970, Feingold sat on her computer for months taking notes, heavily expanding her vocabulary and calling people over and over until she could find some answers. One helpful resource, that of which she claims is "invaluable" and swears by, is the Small Business Bureau. She used their free services, including a mentor, a business plan and

financial input, religiously, and explained that their help is what ultimately guided her brand to life.

Sometimes the advice we need is right there in front of our faces. One of Feingold's tips seems like an obvious one, but is absolutely make-or-break: just be honest. Be honest with yourself. Be honest with investors. "It's okay to say 'I don't know.' People like honesty."

As for maintaining a successful brand? "Keep asking questions no matter how far you are into the plan or

how many years you have been working, just keep asking questions. Doing the homework yourself is the first place to start, but people will always be willing to help."

Feingold has proven that it is possible to turn dreams into reality, no matter how many different dreams engulf your brain or how complicated the journey may be. In the wise words from this modern-day Superwoman, "There is no excuse to not go after what you want. Make it happen."

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