

ELLE

CANADA

SCAN
YOUR
SIGN
GET
YOUR
DAILY
HOROSCOPE
Pg. 221

JANUARY 2014

2014 IS YOUR YEAR

- GET TONED
IN 28 DAYS
- FALL IN LOVE
WITH YOUR JOB



SEXY STYLE
MAKEOVER
THE HOTTEST
LACE & LINGERIE

CATE BLANCHETT

"FAME CAN BE
A HOLLOW
ACHIEVEMENT"

BEAUTY AWARDS

10+

PRODUCTS
ELLE
EDITORS
CAN'T LIVE
WITHOUT

STAR CHARTS

YOUR GUIDE
TO LOVE, SEX
& MONEY



ellecanada.com

career-counselling practice before graduating in 2009.

"I often help people at the stage when they feel stuck—and we figure out the steps they need to move forward," says Carbert, whose own journey continues. She recently made the move from Toronto to Stratford, Ont., and is entering a new phase of her business, conducting the majority of counselling sessions by phone and Skype instead of in person. "In hindsight, I pieced [this new career] together in a nice organic-looking pattern, but at the time, it was feeling around and acknowledging the dissatisfaction," she says. "In the end, it was a result of experiments and good fortune."

Best advice "When the inevitable doubts surface, remind yourself why a career change is important to you and why it's worth the risk," says Carbert.



Farishta Zarify

GO ONLINE A little over a year ago, Farishta Zarify was a social-service worker for Big Brothers Big Sisters in London, Ont. Fast-forward 15 months and she now runs her own online high-end-fashion resale enterprise, Zarify Luxury Designer Gowns, on eBay—and she owes it all to a Galliano gown.

In September 2012, the now 30-year-old was shopping for a dress to wear to her brother's wedding. She had a budget of \$2,000 but

was frustrated. "There were not a lot of online options for women who, like me, were willing to pay a few thousand dollars for a designer dress but didn't want to pay retail price," she says. Still in search of a dress while on vacation in Italy, she fell for a grey beaded-silk John Galliano gown, originally priced at \$11,000. The fit wasn't quite right, but the deal—just \$800—was irresistible. While the dress wouldn't work for her, she decided to take a gamble and buy it expressly to sell on eBay as a way to test her theory that there was a gap in the market. It sold for \$2,000 to a buyer in the United States. "That \$1,200 profit propelled my business—I wouldn't be here without it," she says.

She used those profits, plus savings, to buy inventory, and in January 2013 she officially launched her eBay store. Zarify travels extensively and makes the rounds at bricks-and-mortar stores that sell discounted high-end gowns, which she scoops up and resells in her online store. So far, she has sold around 40 dresses to customers as far away as the United Kingdom and Australia—items like a blush tulle Oscar de la Renta ball gown, a golden-rod off-the-shoulder Carolina Herrera and a fuchsia silk Marchesa. At any given time, she has several dozen dresses for sale.

After working evenings and weekends for almost a year, Zarify was able to quit her job and give the new venture her full attention. It hasn't been without its challenges—she works out of her bedroom, and "I've given up frivolous expenses like impulse shopping," she says. Even though she never set out to make this more than a side business, Zarify feels like she somehow stumbled into the job she always wanted. "I used to need my artistic outlets, like painting and makeup, to get through school and my job because I always chose to do what I knew would keep me employed," says Zarify, who has a master's in education. "But now I'm bringing that art into my everyday work." Zarify's efforts have paid off—she was recently named eBay Canada's 2013 Entrepreneur of the Year. The award comes with a \$3,000 prize, which Zarify plans to use to buy more dresses.

Best advice "Do a lot of research and know your market very well," says Zarify. □

DIGITAL
EXTRAS

LIFE TICK
lifetick.com

This app starts with figuring out what matters most to you, helps you set corresponding goals and then tracks your progress (not for the chart- and graph-averse!).

MINDBLOOM
tree.mindbloom.com

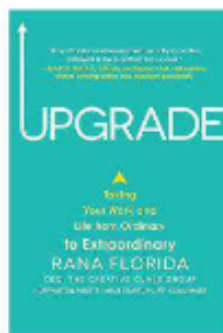
Part vision board, part game, this interactive site uses a cutesy tree infographic to help visual learners "grow the life you want"—whether it's through crafting personalized inspiration slide shows or logging goals in the "action planner."

KINDRED
kindredhq.com

Whether you're seeking inspiration or support, this is an online community designed specifically for freelancers, entrepreneurs or anyone trying to work differently.

**CAREER
PSYCHOMETRICS**
career
psychometrics.com

Promising to be "scarily accurate," this website uses a free quiz (plus paid content) to help pinpoint your personality type and identify where your "dream job" lies.



SKETCH OUT
YOUR CAREER

"If you can't communicate your vision [for your life] through words, draw a picture. Draw your house, draw your office, draw who you'd like to be working or living

with. Draw what your desk looks like or what you're wearing. Every little detail can give you clues to the future you want to have. Get that pad of paper out and start sketching." — Rana Florida in her book, *Upgrade: Taking Your Work and Life From Ordinary to Extraordinary*