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THE SUCCESSFUL FOUNDER

INSPIRING FEATURES & SPOTLIGHTS FOR FEMALE ENTREPRENEURS

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The Successful Founder Online (UMV N/a; Points N/a) 7th March 2021

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IWD Inspirational Female Founders Ulrike Bauschke & Pascale Lauber

Owners of Paragon 700 Boutique Hotel & Spa in Italy, Ulrike Bauschke and interior designer Pascale Lauber have opened and renovated restaurants, boutique hotels and apartments together all over the world. They make a complimentary pair, each with their own, very distinct strengths. Pascale is an instinctive designer, something that runs through her veins and guides everything she does.

She took the lead with the renovation of Paragon 700 Boutique Hotel & Spa but couldn't have brought it to life exactly how she wanted it without the help of Ulrike, who, as a passionate traveller, knows exactly what makes an outstanding hotel.

After falling in love with a historical former 17th Century red palace that lay empty for over 40 years, the pair worked with conservationists to uncover the mysteries of the multi-secular Palazzo Rosso. Over three years, an eclectic combination of traditional handcrafted techniques and contemporary flair saw the beautiful building transformed into a stunning 11-bedroom hotel for guests to enjoy. Their vision of worldly elegance is multicultural and original down to the smallest detail. The unique result being coherent, deeply modern and stimulating at the same time is at the root of the exceptional atmosphere permeating every room at Paragon 700.

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What would you love to share to encourage other women to start their own business?

We would encourage women looking to start their own business to be confident in their impulses, and trust their instincts. Don't be afraid to follow a gut instinct. We first visited our latest venture, the Palazzo Rosso (now Paragon 700 Boutique Hotel & Spa) in 2018, at the invitation of an Ostunian friend. At the time we had no intention of taking on a new project and we were simply in Puglia to 'recharge our batteries'. However, as soon as the red carriage door opened, it was love at first sight. We knew instantly that we would not be able to resist trying to restore it.

Today, we have shaken up the rules of real estate and interior design in projects all over the world – from Verbier in Switzerland to Paris; from New York to Cape Town to Puglia. We would encourage other women to be passionate about what they are doing and as original as possible in their approach.



Pascale Lauber

What are your top 5 tips for entrepreneurial success?

Don't underestimate the value of hard work applied consistently
Ensure you are passionate about your work, with passion you will never give up, and no chore is too tiresome

Don't be afraid to pursue your own creative flair, originality never fails

Do what you love, everyday enjoyment of your work is the true measure of success

Use every opportunity to learn, lessons can be taken from failure



Ulrike Bauschke

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Who are the 5 women who inspire you both the most?

Frida Kahlo

Inès de la Fressange

Andrée Putman

Coco Chanel

Annie Leibovitz

What is your favourite saying/inspirational quote?

"Dream-Believe-Do-Repeat" *To create something exceptional, your mindset must be relentlessly focused on the smallest detail - ' Giorgio Armani*

Website & Socials

Paragon 700 Boutique Hotel & Spa
Website: <https://www.paragon700.com/>

Paragon 700 Boutique Hotel &
Spa Instagram: [@Paragon700](#)

Pascale's Website: www.idliving-pl.com

Pascale's Instagram: [pascalelauber](#) / [idplinteriordesign](#)

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