Eileen Fisher on How She Learned to Invest

Fashion designer explains cutting through investment jargon in WSJ’s ‘Secrets of Wealthy Women’ podcast


In 2006, Eileen Fisher decided that rather than taking her women’s clothing brand public or getting acquired, she would transfer ownership to her employees. To do so, Ms. Fisher would offer an Employee Stock Ownership Plan, or ESOP.

As part of this process, she decided to learn more about managing investments.

“Investing is a very obscure world,” she says in this Secrets of Wealthy Women podcast with Veronica Dagher.

The industry jargon and vast amount of investment vehicles felt overwhelming at first. However, Ms. Fisher was determined. She made it a priority to meet with her advisers quarterly so she could become savvier.

Today, Ms. Fisher prefers impact investing. She has divested from holdings, such as oil and gas, that don’t reflect her values, and instead put her money in clean energy.
In this podcast, she encourages other investors to think beyond returns and invest in companies that not only make money but do good.

In our hit podcast series, successful women from all walks of life share their financial and career tips to help empower women and improve their financial savvy. Subscribe now so you don’t miss coming episodes with jewelry designer Kendra Scott, entrepreneur Moj Mahdara and investor Shelly Porges.