

GEORGINA WILLIAMS
FOUNDER OF **PLUSH**

BEYOND THE CORPORATE LADDER



THE CAREER I THOUGHT I WANTED

10+ years at BODA SKINS / NADINE MERABI

A curiosity about what came next

Head of Marketing

Building something of my own

A career I was proud of

VISSENCE STUDIOS + PLUSH

“I think you can be
proud of the career
you’ve built and still be
curious about what
else is possible.”

CREATING MY OWN PATH



(001)

Freelancing / setting up
Vissence Studios

Getting clients. Setting rates +
boundaries & Learning to trust my
judgement.

(002)

More freedom lead to
more uncertainty.

Starting PLUSH

MOTHERHOOD CHANGED MY AMBITION

**"I wanted more time with my baby,
but that didn't mean I stopped
being ambitious."**

A moment of clarity that changed everything. Not a step
back but a step towards something more honest.





THERE ISN'T A RIGHT TIME

The beginnings

An idea became products, customers and orders.

A small start. Real momentum. The business began to take shape.

The messy middle

Freelancing. Another baby. Growing 2 businesses.

Life didn't pause for the businesses. The businesses grew alongside life.

PLUSH



REDEFINING SUCCESS

PLUSH

WHAT DOES SUCCESS MEAN TO YOU? IS THE
LIFE YOU'RE BUILDING ALIGNED WITH IT?