

hype died down, began to drop off.

"I am tempted to put my picture back up there again, Caprice says, laughing, "so it kinda creeps up a little but..."

Yet, despite the teething problems, Caprice believes that the step was the right thing to do for the label. Having placed her modelling days firmly behind her, she now wants to concentrate on the administration side of the business and let others take over the responsibility of modelling her products.

"I have moved on so much from when I was the FHM GQ babe of the century," she says. "I'm an adult. I am almost 40 years old now. We have got to move on. It's really sad when I look at people like Pamela Anderson... and she's still living and trying to be like something she was in her twenties. I have moved on."

Caprice picked Childs, 19, despite her lack of previous modelling experience, because she felt that the reality star would appeal to the brand's youthful target market.

"She is the hot young thing," Caprice says. "Everyone watches that stupid show. I don't know if it is quality, but it is total entertainment. We took a gamble and we made the right gamble."

However, Caprice isn't prepared yet to completely eschew the limelight. She is currently in talks with TV bosses to feature in a programme, where she would provide 'useful' business advice to companies on topics such as cash flow and negotiating margins.

"I want to get back into entertainment a little bit, as well," she says. "I want to have my own business TV show. Because I started this business, I think I could go into any business and turn it around or re-structure it or see what is wrong or not wrong."

"I think people are really interested these days, because it is all about small businesses. Most people don't understand what a damn cash flow is. I mean, how could you not understand what a cash flow is if you want to start your own business? Or how to find funds, or customer service, or how to negotiate your margins?"

The By Caprice founder recently proved her business savvy when she participated in a business charity initiative organised by City Index and financial magazine The Exchange. Each month, a pair of celebrities were given £5000 to trade on the real markets for a charity of their choice.

Caprice beat rugby star Ben Cohen

and Westlife singer Kian Egan to top the profit leader board.

"That wasn't too hard to do," she says, laughing. "I mean, I do do this for a living as well. It wasn't that difficult. I think I was trading gold and silver. I wasn't even trading currency. Normally, I trade currency and, I thought, I do that all the time, so let's try gold and silver."

"They had no chance – bless them. I may look like fluff..."

Any who underestimate the former model's potential could be in for a big shock. The depth of Bourret's determination is only emphasised when you consider that she left formal education after high school and learnt the majority of her skills through practice.

"I sort of learnt it from the streets," she says. "I never went to college. So right out of high school, I had to start supporting myself."

"It was trial and error with me. You make mistakes – you better learn from them so you don't do it again, otherwise you lose money. So you gotta learn and you gotta learn fast and you gotta know to never f**k up, because you lose money and if it is your own money, it is a different kind of inspiration... It matters a lot more... So, that's that sister." ♣



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Caprice models projects Eastern mystique in an orange dress..