



The ***GILDED ONES***

A WOMAN OF INFLUENCE

VICTORIA FLORES ARGUE

A REAL-LIFE ACTION HEROINE

“There are people who make things happen, there are people who watch things happen and there are people who wonder what happened. To be successful, we have to be people who make things happen.” — Jim Arthur Lovell, Jr., retired astronaut and one of the first three people to orbit the moon.

We always enjoy meeting women who make things happen — especially multi-hyphenates who do so in a multitude of arenas. Well, it appears that Victoria Flores Argue takes the cake in that regard. At various times in her life (and in some cases, simultaneously), she has been a successful Wall Street banker, a beauty entrepreneur, a wellness guru, a mentor for **Women Entrepreneurs NYC (WENYC)**, an author of a best-selling book, a film writer, producer, as well as a wife, mom and loyal friend to many.

Multi-hyphenates sometimes get a bad rap as people who are great at starting new projects with gusto but who seldom complete them before moving on to the next passion. In the case of Victoria Flores Argue, that presumption, if made, would be the furthest thing from the truth. Victoria cannot abide unfinished business. Indeed, she gets more work done in one hour than many of us complete in one day. That’s why we call this multi-hyphenate both a woman of influence and a real-life action heroine.

During our visit with Victoria, we found her to be a bit enigmatic, even. While she possesses what most would call an ambitious and driven “Type AAA” personality, Victoria has a laid-back demeanor. She is forceful and decisive in action but relaxed and kind in the way she carries herself and treats people — characteristics that are not often ascribed to powerhouse personas.

These days, Victoria’s passion is film-making. She doesn’t do tear-jerkers or dramas. And definitely not rom-coms. Victoria’s genre of choice? Horror. Time permitting, she could watch scary movies all day (and night), dissecting each film as research for making her own. Her new hometown of Milford, CT, with all of its “haunted lake” folklore and urban legends, offers the perfect backdrop to express a multitude of horror-film ideas. Okay — but who else would move to a new town during a world-wide pandemic and turn its old wives’ tales into a commercial endeavor as well as an opportunity to fulfill a life long passion? **By now, you know the answer to that question.** Please scroll down to read more about a woman of influence — Victoria Flores Argue.



LET'S CHAT!

Home. Sweet. Home.

I am originally from Los Angeles but we moved to El Paso, Texas during my middle school years. It was pretty fun growing up in Texas – not gonna lie! Back then, jumping over to Mexico was safe and fun. I did it all the time with my friends and have such great memories of those jaunts.

Sign Language.

I am a Taurus. And everyone knows it because I've got all the typical Taurus traits, including being pretty persistent (some call it stubborn) when I want to achieve something.

School Daze.

I originally wanted to be a physical therapist so attended Texas Women's University in Denton, Texas since it had the best physical therapy program. I got sidetracked though. I ended up studying political science and then continued to business school at the University of Dallas, a small Jesuit school located in Dallas, Texas. I loved business school so naturally working in finance was a natural progression for me. Plus those jobs paid the most money!

Family Life.

I am a first generation American born to parents who are from Mexico. When you are the child of immigrants, there's absolutely no pressure at all. Kidding! The pressure to do well in school was always present. At no point in my youth was I aware that NOT going to college was an option. Every generation wants the next one to do better than they did. My parents were no different. So what did I do? I kept my head down, worked hard at school and crushed it. Nothing less would do.

During the pandemic, my family and I moved from Manhattan to our summer house in Connecticut on a full-time basis. Not too long thereafter, my mother and grandmother came to live with us. I have a daughter named Alejandra, so that made 4 generations of Flores women living under one roof. I have to say, it was much more enjoyable than it sounds! We certainly ate well during that entire period.

My mom and grandmother eventually moved out, but they live close by. It's been magical having my daughter grow up with both her grandma and great-grandma around the corner. It also helps her stay current with her Spanish. I am pretty sure my husband learned a lot more Spanish during that time than he's letting on. LOL.

Wilding Out.

When my daughter, Alejandra was little, I posed for “I AM” – a coffee table book of tastefully nude mature women created by a fashion photographer named **Angelika Buettner**. The images turned out beautifully. When I’m 100 years old, wrinkled and saggy, I will have published proof that it wasn’t always that way!



LET'S TALK ABOUT THE J.O.B.

Currently you are a writer and a film producer. At the same time, you are a beauty and wellness entrepreneur. But before all of that, you were one of the first Latina women to work in the Prime Brokerage Group of a big Wall Street bank. You have followed an intriguing career path. Tell us more about it.

What can I say, I like to stay busy! My old boss always says my superpower is to just do it. While I am very good at starting a project, I am even better at finishing it. I cannot abide unfinished business! Here's the thing – there are a ton of good business ideas and beautiful dreams floating around the universe, but in order to turn them into something real and tangible, you have to start. For many people, starting is often the hardest part. I am a mentor for WENYC where I help young women launch their businesses. Getting a business off the ground is the biggest battle. What's different now than when I was coming up is that there are many more resources that you can tap into in order to accomplish pretty much anything you want!

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YOU LIVED IN MANHATTAN FOR A WHILE. WHAT MADE YOU MOVE TO MILFORD, CONNECTICUT FULL-TIME?

I lived in Manhattan for almost 20 years! The City was, and will always be, such a special place for me. I remember walking down my street and feeling blessed and so lucky to be here in this insane place. When my husband and I bought our current home on Candlewood Lake in 2018, we intended for it to be our weekend home. But when COVID hit, we decamped to this house, and like many, we stayed. The truth is, my husband wasn't going back to Manhattan. He's a farm boy from Canada so he came full circle, if you will. Because I am a self-starter, I can find things to do anywhere. So I started new projects out here, including making movies!

SOMETIME AGO, YOU WROTE A BOOK CALLED THE “MENHATTAN PROJECT”, WHICH YOU DESCRIBED AS A MASHUP OF SEX AND THE CITY, BRIDGET JONES AND UGLY BETTY.

What was the impetus for writing the book?

You found that? Oh Boy! Well, I've always wanted to write a fun, sexy book. My best friend (who is also my business partner) and I wrote it together for fun. We worked on it at night and on weekends. We found an incredible editor who helped us tremendously. The wild surprise? Our book ended up on a few of Amazon's top-selling lists for a while!

We know that you are a movie-maker. Did you turn the “Menhattan Project” into a movie as well?

No, but you never know!



YOU ARE A HUGE FAN OF HORROR FILMS. INDEED, YOU HAVE PRODUCED AND WRITTEN A FEW.

Tell us more about the movies you've produced. And why horror?

In the early 80s, my siblings and I piled into the back of my parents' truck and headed off to the local drive-in theatre to watch *Ghost Story* by John Irvin. I've been digging ghosts and the supernatural ever since. I watched *The Exorcist* at a very early age. I loved everything about that movie. The horror film business can be a lucrative one if done correctly. You can make a great film on a small budget using non-celebrity actors and still win. My daughter, Alejandra, is 8 and she doesn't shy away from watching horror films either. My husband, on the other hand . . .



What is the general process of making a horror film?

It's a lot of work, and yes, the making of a horror film can be a bit of a nightmare (LOL). One of my jobs as a producer is to harness multiple personalities and egos into an effective team, which can be quite challenging. In terms of the process, there are three main stages: (1) pre-production; (2) principal photography; and (3) post-production. Pre-production is very important because you want to make sure everything is set up efficiently so that you don't waste time or money during filming. Making **Candlewood** has been an incredible experience. We are already writing the scripts for **Candlewood 2** and **3**.



WHO IS YOUR FAVORITE AND WHY?

A. Designer

Jil Sander. Clean lines. Monotone colors. Timeless elegance.

B. Artist

Jenny Holzer. She always has something to say in her work and you had better be listening.

C. Photographer

Cindy Sherman. Her self-portraits are haunting.

D. Musician

Mana. He is the Pina Bausch of music for me! They are basically the Latin American ColdPlay – but before ColdPlay. Listening to them takes me back to those years when I was growing up in Texas. I know every word to every song. I actually got to finally meet them a few years ago. What a lovely bunch of guys.



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I do love Gwyneth Paltrow's personal style. Her look is relaxed yet modern. I also love Kate Middleton's approach to fashion. She's a princess, but yet she looks elevated and chic without ever looking as if she's trying too hard.

WHAT 3 WORDS DESCRIBE YOUR PERSONAL STYLE?

Relaxed (as much as possible).

Edgy (sometimes).

Fun (most of the time).



HOW DOES JEWELRY FIT INTO YOUR DAILY WARDROBE?

I never leave home without small earrings, a necklace and my wedding band. For special occasions, I do like to take things up a notch with gold and diamond jewelry. A fabulous pair of earrings and a bold bracelet are key components of my dressed up look.



WHAT'S YOUR FAVORITE PIECE OF JEWELRY AND WHY?

My wedding band. I love it for what it signifies.

DO YOU TAKE FASHION RISKS? IF SO, WHAT ARE THEY?

I try to. Whenever I am invited to a benefit or gala out here in Connecticut, I will wear a gown with high tops. Hey — it's hard to walk on grass in heels!



LET'S TALK ABOUT STYLE ICONS. WHOSE STYLE DO YOU ADMIRE AND WHY?

I do love Gwyneth Paltrow's personal style. Her look is relaxed yet modern. I also love Kate Middleton's approach to fashion. She's a princess, but yet she looks elevated and chic without ever looking as if she's trying too hard.



WHAT ARE YOUR 6 GO-TO WARDROBE PIECES?

1. Sleeveless knit sweaters. You can wear them with shorts, jeans or any nice trousers.
2. My hats. Nothing says you have arrived more than a cool hat.
3. My Chanel crossbody bag. It's perfect for me because I am always on the go. It fits everything I need without being huge and cumbersome.
4. Sneakers, high tops or trainers. I live in them.
5. Of course, jeans in every color!
6. Oh and my aviator transitions glasses. Does that make me sound old?? Lol.



ARE YOU A COLLECTOR OR A CURATOR OF FASHION?

I am definitely more of a curator. I look for pieces that I can wear in multiple ways for various occasions.

WHAT ARE 3 OF YOUR LATEST OBSESSIONS?

"Daisy Jones and the Six" on Amazon. Not my usual fare of films/shows but it was incredible. I am also looking forward to anything that Lady Gaga stars in. I gained so much respect for her in a "Star is Born. She is my #1 girl now! Of course, my daughter. She is such a little spitfire I can't wait to see what she becomes. And finally, of course, my movie! I think that's 4.

LIGHTNING ROUND! PICK ONE.

On personal aura: Mystery or Clarity?

– Clarity

On personal style: Minimalist or Maximalist?

– Minimalist

On interior design: Bold Color or Neutral Hues?

– Neutral Hues

On NYC apartment living: Huge walk-in closet with seating area or huge laundry room with full-sized washer & dryer?

– Huge walk-in closet with seating area, OBVIOUSLY!

On vacations: Wild, once-in-a-lifetime adventure where you must rough it, or quiet, peaceful, and utterly luxurious?

– Quiet, peaceful and utterly luxurious.

On shopping: Online or in store?

– Online 1000%

On jewelry, part 1: Delicate or Bold?

– Bold

On jewelry, part 2: Neck Game, Ear-scape, Arm Candy or Ring Bling?

– Neck game for sure

On people, part 1: Favorite human trait?

– A sense of humor. Wit is intelligence, after all.

On people, part 2: Human trait you can do without?

– No filter. You still have to have manners – my god!



WHAT DO YOU LOVE MOST ABOUT GOLD?

As a person who enjoys casual dress, solid gold bling always elevates my style game! And I'd rather have high karat than 14k because of the investment aspect of 22 and 24 karat gold. I love it when the things I buy retain their value over time.

WHAT AUVERE PIECES MUST YOU OWN?

The [Praying Mantis Diamond Ring Wide](#). I need about three of those!



PARTING WORDS?

It's always great to spend a day with friends — old and new!



VICTORIA IS WEARING:

Look 1

Green & Blue Dress: Golden Moon Earrings Large / Polished; Astra Bangles; Big Heart Ring; 3 Star Necklace; and Cable Link Necklace 1 mm;

Look 2

Red Jacket & White Jeans: Stalactite Diamond Earrings; Long Link Chain; Double Link Necklace Heavy; Vortex 24K Ring Polished; Byzantium 24K Ring Rubies;

Look 3

Black Gown: Conic Mobile Diamond Earrings; Diamond Ear Cuff; Praying Mantis Diamond Ring Wide; Wingspan Diamond Bracelet; and Cut Out Diamond Ring;

Look 4

White Vest & Blue Jeans: Plexus Earrings; Long Link Chain; Bold Heart Diamond / Black Enamel Pendant & Long Link Chain; Short Maze Cuff; Tall Maze Cuff; Triple Barrel Ring; and Hexagon Ruby Stack Ring.