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Fashion's 50 most powerful: No.1

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BETSY PEARCE, lawyer. Coltish and crop-haired, the fearsomely smart Pearce is the owner of her own boutique law firm, Pearce LLP, and the business mind behind some of fashion's biggest deals: she wrangled for Phoebe Philo at Chloe, Nicola Ghesquiere at Balenciaga and even Alexander McQueen when his firm was bought by Gucci.

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Betsy Pearce