

Gwyneth Paltrow Discusses e-Commerce and the Press

By [CommPRO](#) Editorial Staff

[Gwyneth Paltrow](#) visits LinkedIn Studios in New York to talk to executive editor Daniel Roth about her decision to step in to the startup world and launch her new business.

“The decision I made in 2008 to start what would become the [goop.com](#) that exists today was perhaps a rogue one, and perhaps not that well thought out. I had a perfectly good day job at the time and though I could not have anticipated what goop would become, I was thoughtful what it might be one day, and I formatted it accordingly. I had, for many years, been the friend who was called at all hours for instructions on how to cook a date meal, what restaurant was new and noteworthy in NYC, the must-sees for a first trip to Paris that was only 48 hours in duration. It seemed logical to me at the time that having been an aggregator of what I thought was good information, a curator of sorts for my friends and family, that I would open it up to the wider world. The reaction was quite extraordinary. I suddenly and stunningly had tens of thousands of subscribers who were super engaged, and seemingly as many members of the press and public completely dumbfounded as to why I would ever do something like this. There was a multiple page article in the *New York Times* examining my decision, which seemed an unjustifiably disproportionate response to a little homespun blog I hoped would be laying the foundation for something real someday.”

Gwyneth Paltrow: “When you have an e-commerce business, no press is bad press” from [LinkedIn Pulse](#)