



Bobbi Brown

Class of 1975

BOBBI BROWN is the Founder and CCO of Bobbi Brown Cosmetics. Brown first arrived on the beauty scene in 1991 with the launch of Bobbi Brown Essentials, a handful of 10 brown-based lipstick shades created to fill a void in the market of simple, flattering and wearable makeup. Brown's philosophy was simple: "Women want to look and feel like themselves, only prettier and more confident." Her unique approach to cosmetics was a long-awaited gift for women who wanted a more natural look, and therefore caught the attention of cosmetics empire Estée Lauder Companies, which acquired Bobbi Brown Cosmetics in 1995.

Today, Bobbi Brown Cosmetics is a global brand, having expanded beyond lipstick to a full range of color cosmetics, fragrance and skincare available in more than 1,000 stores in 60 countries and 28 free-standing stores.

In addition to running her company, Brown is the Beauty Editor of NBC's *Today Show* and Contributing Beauty and Lifestyle Editor of *Health* magazine and *Elvis Duran & The Morning Show* radio show. A sought after lifestyle expert, Brown has appeared on high profile shows including *Oprah*, *The Martha Stewart Show*, and *Dr. Oz*. Also a *New York Times* best-selling author, Brown has written seven instructional and engaging beauty and lifestyle books. She continues to work editorially and is a permanent fixture backstage at New York Fashion Week.

Brown's impact extends well beyond the beauty and fashion industries. Committed to empowering women of all ages, Brown supports The Broome Street Academy charter high school in SoHo and *Dress for Success* by providing generous financial and in-kind support on a year-round basis. In 2010, Brown was appointed by President Barack Obama to the Advisory Committee for Trade Policy and Negotiation.

Brown and her husband, Steven Plofker, have three sons and currently reside in Montclair, New Jersey.

