



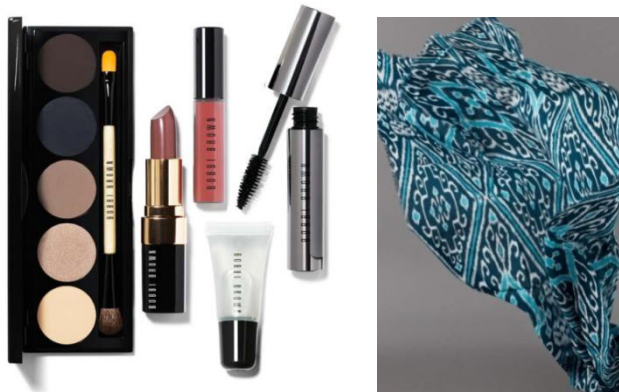
**DRESS FOR SUCCESS**<sup>®</sup>  
*Going Places. Going Strong.*

**BOBBI BROWN**

## **Dress for Success & Bobbi Brown Team up for *Something to Share* Worldwide Gala 2011**

**New York, NY (March 31, 2011)** – International non-profit Dress for Success and decade-long supporter Bobbi Brown Cosmetics today announced details of the upcoming ***Something to Share Dress for Success Worldwide Gala 2011***. On the evening of Tuesday, April 5<sup>th</sup>, one thousand guests will gather at Pier Sixty, Chelsea Piers, to raise funds for the organization and celebrate sixteen women who achieved economic independence after receiving professional attire, network support and career development tools through the organization.

“Confidence is essential to gaining and growing a career and is what carried me from an idea in 1991 to CEO in 2011,” said event co-chair, renowned make-up artist Bobbi Brown. “I commend Dress for Success for all the ways in which it inspires this feeling in women around the world.” Having helped raise over one million dollars as the 2007 gala chair, Brown expects to raise over \$1.4 million this year with a limited-edition Bobbi Brown cosmetics set in Macy’s stores this month and custom scarf for Echo Design on sale at the gala and EchoDesign.com the following day.



*The Bobbi Brown cosmetics set features a five shadow Eye Palette, Lip Color, two shades of Lip Gloss and Extreme Party Mascara with \$60 from the sale of each collection donated to Dress for Success Worldwide along with all proceeds from the sale of the Echo Design \$42 cotton Mediterranean Blue Ikat scarf.*

At the event, Brown and fellow co-chair Maureen Case, president of specialty brands for the Estee Lauder Companies, will honor dressbarn, Goldman Sachs *10,000 Women*, and Ogilvy & Mather for their contributions and two mothers who instilled confidence in their celebrity children, Dress for Success supporters actress Niecy Nash, and fashion designer David Meister. Meister recently met with the sixteen Dress for Success ambassadors to style each in one of his looks, while Bobbi Brown provided them with make-up tips and product for the big night.

The silent auction and cocktail portion of the evening will begin at 6:30 p.m., followed by the dinner reception and awards at 7:30 p.m. Guests are encouraged to wear *beach chic attire*.

### **Event Committee**

Frank Aquila (Sullivan & Cromwell LLC), Maria Bartiromo (CNBC), Dale Booker, Vanessa Bortnick (Kimpton Hotels & Restaurants) Eileen Brumback (GE), Tory Burch, Mary Ellen Burke, Judith Byrd, Doug Checkeris (MediaCom), Jill Cohen, Jill Collage, Patricia Dugan (Corcoran Group Real Estate), Emme, Rose Jackson Flenorl (FedEx Corporation), Alex Garfield (Peace of Cloth), Julie Greenwald, Marta Harmon (The Style Network), Arianna Huffington, Tracey Lee Kemble, Jacquie Lee, Cindi Leive, Niki Leondakis (Kimpton Hotels & Restaurants), Suzanne Lovell (Suzanne Lovell, Inc.), Bari Mattes, Glenda McNeal, David Meister, CJ Miller, Marla Miller, Jaime Nortman (Peace of Cloth), Erica Reid, Deborah Roberts (ABC News), Desiree Rogers (Johnson Publishing Company), Amy Rosi (Aros Communications), Rachel Roy, Susan Saint James, Jane Sperrazza (MediaCom), Alicia Valencia (Bobbi Brown Cosmetics) and Caryn Zucker

### **About Dress for Success**

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 110 cities in the U.S., Australia, Canada, Ireland, Mexico, the Netherlands, New Zealand, Poland, the UK and the West Indies. To date, Dress for Success has helped more than 600,000 women work towards self-sufficiency. Visit [www.dressforsuccess.org](http://www.dressforsuccess.org) to learn more.

### **About Bobbi Brown Cosmetics**

Bobbi Brown changed the face of makeup with a handful of lipsticks and a simple philosophy: "Women want to look and feel like themselves, only prettier and more confident." As a freelance makeup artist in the Nineties, Bobbi couldn't find makeup shades or textures that looked natural on a wide range of complexions. She eventually took matters into her own hands and debuted a collection of 10 lipsticks at Bergdorf Goodman in New York City in 1991. The universally flattering, brown-based lipsticks were a dramatic departure from the cosmetics available at the time, and they ushered in a new era of wearable, natural-looking makeup. Bobbi's unique approach to cosmetics was a long-awaited gift for women who wanted a more natural look.

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