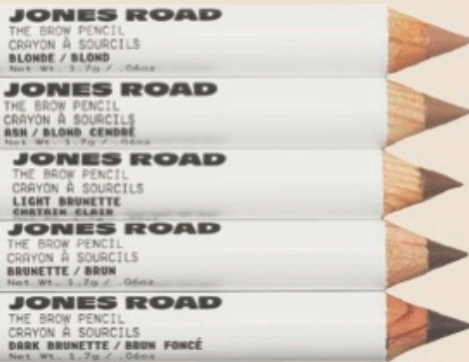


# bobbi brown:

## THE REINVENTION OF A LIFETIME

*"there is nothing more beautiful than confidence, that's what I teach."*

words: amanda rosenthal | design: samantha fuss



**You are a beauty expert. What motivated you to create your clean makeup brand, Jones Road Beauty?**

*When I left my namesake brand in 2016, I didn't really know what I was going to do next. Then, in 2018, Masterclass called me and invited me to do a Masterclass. I was the first and only makeup artist to do one, and as I was preparing for that, I searched through so many brands of makeup but the kind of makeup I wanted to use – clean, no makeup, makeup -- simply didn't exist. So I made it.*

**Our theme for this issue is all about transformation and emergence. In what ways do you consider Jones Road a transformation?**

*As someone who has been a makeup artist for 40 years and a lifelong entrepreneur who launched one successful beauty brand already, Jones Road is the reinvention of a lifetime. It was the opportunity that brought me back to what I love most, which is being a makeup artist and helping women feel better about themselves inside and out.*

This spring, I had the pleasure of interviewing makeup artist Bobbi Brown. A true household makeup name who is currently in the process of a transformation of her own. Brown, 64, founded Bobbi Brown Cosmetics in 1991. Now, she has transitioned into a "no-makeup-makeup" career through her new brand "Jones Road." Brown is truly reinventing her name and changing the way women wear makeup.

**You graduated from Emerson College with a degree in theatrical makeup and photography. What inspired you to pursue such a creative major and career?**

*Emerson wasn't the first college I attended. I quickly found out that the traditional college experience wasn't for me, as I was not a great student. I wanted to drop out, but my parents wouldn't let me. One day, my mom asked me, "if it was your birthday and you could do whatever you wanted, what would you do?" I said I wanted to go and play with makeup. I found Emerson College in Boston, and they let me create my own major where I was able to study theatrical makeup.*



\*transcript has been edited for clarity and precision

*It's also been fun to be an indie brand again and launch a direct-to-consumer business, in the middle of a pandemic. I basically had to take everything I already knew about launching a new brand and reinvent the rules – and I also really like being the boss again so that's been fun too.*

**What was the most challenging obstacle you had to overcome when creating Jones Road?**

*The most challenging part has been hiring the right people fast enough. Jones Road has grown quickly, and we have a very small team. We're learning how to scale up and put processes in place to keep up with our growth.*

**Having been involved in the beauty industry for years, what major shift have you seen in beauty trends recently?**

*The beauty industry has changed so much since I launched my first brand. Social media has transformed the industry. Now, we can develop direct relationships with our customers via Instagram, TikTok and YouTube. When they have questions, I answer them directly. Also, e-commerce has revolutionized how we buy beauty products. You no longer need to be in a big department store to build a beauty brand – Jones Road is sold directly to our customers via our website.*

**If you could go back and give your younger self one beauty tip, what would it be?**

*Just be yourself, and it's all going to be okay.*

**You own a successful makeup line, are an owner of The George Hotel, have written several different books, on top of everything else you manage. How are you able to pivot and succeed in managing all these channels?**

*I don't have a hobby – I don't play tennis, and I don't golf – but I love to create and launch new businesses. I'm a curious person by nature, and I like to try new things. I guess being an entrepreneur is my hobby.*

**You have a large following on TikTok. Why did you ultimately decide to go on TikTok, and what do you attribute your success to?**

*At the beginning of the year, my son, Cody, who is also our director of e-commerce, encouraged me to try TikTok, so with my iPhone I recorded two short videos. In the first one, I just introduced myself and asked the audience what kind of information they wanted. In the second video, I talked about how I don't believe in contouring your nose – that you should embrace your strong features because that's what makes you unique. I didn't have a script. I didn't overthink it, and in 24 hours, the contouring video went viral, now having over 8 million views.*

**You are very passionate about female empowerment and mentorship. What has been the best advice you have received from a mentor?**

*Leonard Lauder once told me "Don't ask for permission. Ask for forgiveness."*

**There are many young women and men who look up to all that you have accomplished. What is one piece of advice you would offer to those looking to get involved in the beauty industry?**

*Be focused. Be tenacious. Don't quit your day job right away. Develop a great product first. I can't tell you how many people come to me for advice on how to launch a brand, but they don't even have a product yet.*

