



The Beverly Johnson Luxurious Lifestyle Brand



Global Fashion Icon

◆ Beverly Johnson is an American Supermodel, Businesswoman, *New York Times* Best Selling Author, Actress, an Activist and an Icon.

◆ She rose to fame and made history when she became the First **African American** women to grace the cover of *American Vogue* in August 1974, and forever changing the beauty ideal in the fashion world.

◆ Beverly appeared on more than 500 magazine covers including *American Vogue*, *Cosmopolitan*, *Glamour*, *Essence*, *Ebony* and became the First **Black** Woman to grace the cover of *French Elle* in 1975.

◆ Beverly Johnson is a global beauty expert and an author of 3 books. Two are on Beauty, Health, Fashion and Lifestyle and she has written her Memoir.





Successful Branding Licensing Partnerships Business Collaborations



Beverly Johnson Hair care Products And Ponytails at Target Business Collaboration with Fredrick's of Hollywood



Beverly Johnson Wig and Hair Extension Company Rated Number 4 in the Nation



Currently In Partnership With Thesis Couture Shoe Company Created by Space X Scientists



Currently The Brand Ambassador with Retrouve' Skin Care Products



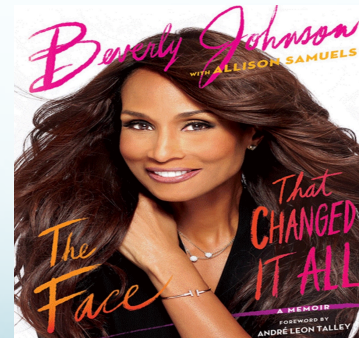
Spokesperson for National Brands



Currently in Talks with Oprah Winfrey Network Beverly's Full House Returns TV Show with my daughter Anansa we will be doing a PodCast together



Beverly Johnson Doll



Currently Memoir signed with Warner Bros 8-part Limited-Series



Currently an Ambassador for Summer Colony Living Clothing Boutique

Beverly Johnson's Gravitas

A Unique Global Market Position

The Original Black Global Fashion Trailblazer

- ◆ Beverly was the First Black model to be on the cover of *French Elle*, 1975.
- ◆ Beverly Johnson was the First African-American model to appear on the cover of *American Vogue*, August 1974.
- ◆ **Beverly has three *American Vogue* covers, 19 *Glamour* covers and** and over 500 covers globally.
- ◆ Beverly's career spans nearly 50 years in the fashion, beauty and media industries.
- ◆ Paved the way for many other Top Black Global Supermodels and Women in Fashion.
 - *"Without Beverly Johnson, there would be no Iman, Naomi Campbell or Tyra Banks. Seriously!, The Telegraph Newspaper Magazine article, United Kingdom, August 22, 2020, Magazine Cover Story, please see page 13*
- ◆ Beverly Johnson is a "SuperModel" and a Global Fashion Icon
- ◆ **Beverly is a household name, people love her, she is thought of as the girl next door and is very approachable**
- ◆ **She is adored by white women and women of all colors globally.**
- ◆ Beverly as one of the "20th Century's 100 Most Influential People in the Fashion Industry."
- ◆ Beverly Johnson was one of Oprah's "25" Legends.
- ◆ **Celebrated as "The Jackie Robinson of Modeling," Beverly's influence truly spans the globe.**
- ◆ Beverly Johnson is realizing her dream of being a true "**Modelpreneur.**"
 - A SuperModel and an Entrepreneur.

Beverly Johnson's Gravitas
A Unique Global Market Position
The Original Black Global Fashion Activist

- ◆ Beverly Johnson is a highly effective, relevant and accomplished leading activist for civil rights and human rights.
- ◆ Beverly Johnson occupies a unique market position in the global fashion world because of her unique accomplishments.
- ◆ Beverly has an outstanding and uncompromised reputation as a trusted and admired leader in the global fashion markets, beauty and media industries.
- ◆ Beverly Johnson truly represents every dimension of womanhood and is universally revered as an inspiration and role model.
- ◆ She has become a voice of reason, legitimacy and integrity to women of all colors, including her strong position in the Bill Cosby matter, which inspired the #metoo movement.
- ◆ Beverly has developed a position of trust and a reputation of high integrity from among her many followers.
- ◆ Beverly Johnson is a Global Beauty and Fashion Icon.
- ◆ *Beverly has been and remains a strong voice for equality in all forms.*

Beverly Johnson's Gravitas
A Unique Global Market Position
New York Times Best Selling Author and Media Credits

- ◆ Beverly has a special place with generations of *Black and White Women*, who admire her, as the First Black woman to grace the cover of *American Vogue*.
- ◆ Beverly Johnson truly represents every dimension of womanhood and is universally revered as an inspiration and role model.
- ◆ Author of three books on Beauty, Health, Fashion, Lifestyle and her memoir.
- ◆ Beverly Johnson's memoir, "*The Face That Changed It All*," a New York Times Best Seller.
 - ✓ Published by Simon and Schuster in August 2015.
- ◆ Beverly Johnson signed a production deal with Warner Bros. TV to produce her memoir, "*The Face That Changed It All*."
- ◆ Beverly Johnson is an Executive Producer of her memoir, "*The Face That Changed It All*."
- ◆ Executive Producer and Star of *Beverly's Full House*, a reality show on Oprah Winfrey Network, 2013
- ◆ Other movie and TV credits

Beverly Johnson Enterprises - Vision Overview

The Expert in Beauty, Fashion, Media and Lifestyle



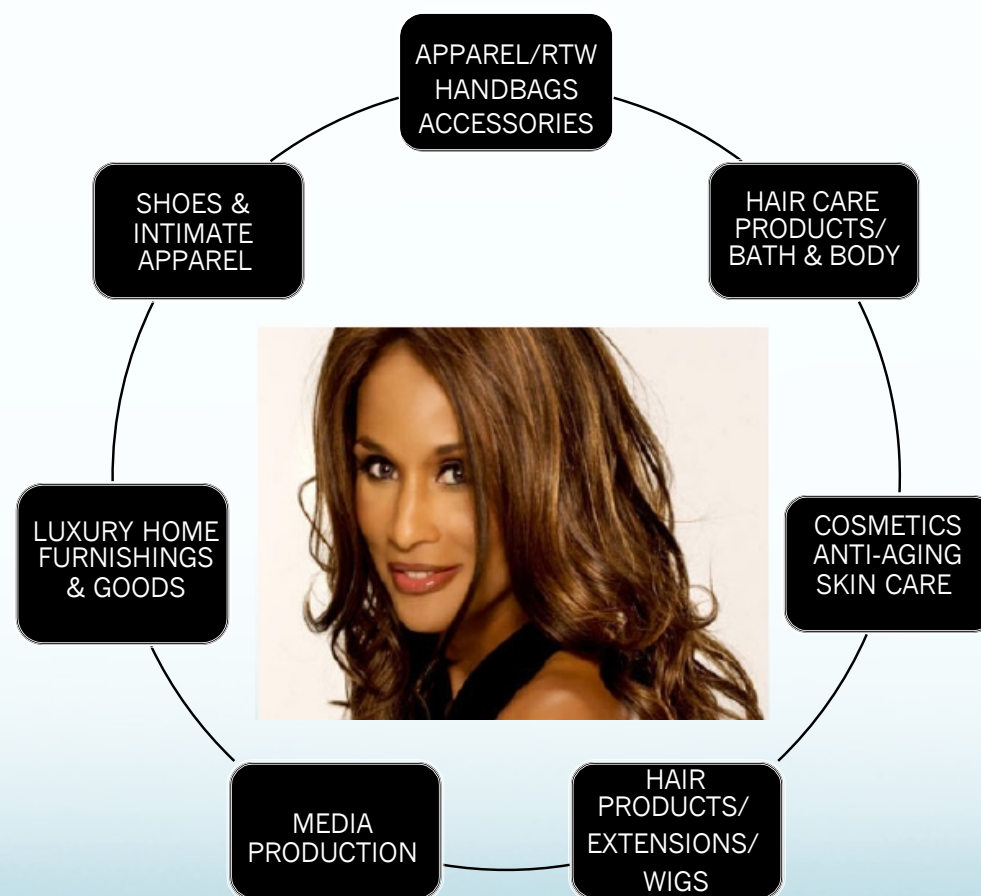
- ◆ Beverly's "Vision" is to build Beverly Johnson Enterprises ("BJE LLC") into a global brand around *The Beverly Johnson Luxurious Lifestyle Brand* that represents the "highest quality" luxurious products in *Beauty, Fashion, Media and Lifestyle* to the Global Multi-Cultural Market.
- ◆ *The Beverly Johnson Luxurious Lifestyle Brand* will represent the "highest quality" luxurious products for the sophisticated consumer who demands the elegance and sophistication that Beverly Johnson represents.
- ◆ *The Beverly Johnson Luxurious Lifestyle Brand* represents products that are suitable for women of all colors.
- ◆ The Multi-Cultural Sector - *The Beverly Johnson Luxurious Lifestyle Brand* represents Multi-Cultural women, which is the fastest growing demographic.



The Beverly Johnson Luxurious Lifestyle Brand

The Expert in Beauty, Fashion, Media and Lifestyle

RTW



Beverly Johnson's Gravitas - A Global Fashion Icon

As a result of Beverly's many years in the High Fashion and Beauty Industries

- ◆ **Beverly is a ““Modelpreneur,” Supermodel and Entrepreneur**
- ◆ **Beverly is a Multi-Cultural Expert and a Business Professional**
- ◆ Beverly has a wealth of experience and gravitas in the Beauty, Fashion, Media and Lifestyle
- ◆ Beverly has worked with major corporations including JP Morgan Chase, Macy's, AARP, Salamander Hotels & Resorts, and others on Leadership, Motivational Speaking, Diversity and Inclusion Matters Retrouvé
- ◆ Beverly is a leader for products and marketing strategies that cut across race and nationalities
- ◆ Beverly Johnson signed a production deal with Warner Brothers TV to produce her memoir, *“The Face That Changed It All”*
- ◆ Beverly's remarkable career spans five decades
- ◆ Is a showcase of accomplishment and Firsts
- ◆ The Jackie Robinson of modeling, Beverly's influence truly spans the globe.
 - ✓ She was featured on the cover of *Glamour* magazine's 50th Anniversary issue
 - ✓ The venerable publication that gave Beverly her first break in the 1970s.
 - ✓ **The late Ruth Whitney, the magazine's editor-in-chief,**
 - **Proclaimed that Beverly had “broken all color barriers.”**
- ◆ National Endorsement Contract for Amekor, a leading hair extensions and wigs company 1996 to 2011
- ◆ Beverly's reach is world class, designed for and applicable to ALL Women.

The Telegraph Magazine UK Cover Story
The Global Fashion and Beauty Icon
August 22, 2020



**BEVERLY
JOHNSON**



Beverly Johnson - The Telegraph Magazine UK Cover
The Global Fashion and Beauty Icon
The Original Trailblazer - The Original Activist
August 22, 2020



Beverly Johnson - The Telegraph Magazine UK Cover

The Global Fashion and Beauty Icon

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August 22, 2020

Interview

The original activist



In *Vogue*
Beverly Johnson
stepping out in
the pages of the
magazine in 1974

She was the first black model to make the cover of *US Vogue* and helped bring sexual predator Bill Cosby to justice. Now, aged 67, Beverly Johnson tells Bethan Holt about continuing her fight with a campaign to tackle racism in fashion

The headline of one article about '70s supermodel Beverly Johnson reads: 'Without Beverly Johnson, there would be no Iman, Naomi Campbell or Tyra Banks. Seriously.' Although relatively unknown in the UK, she has long been hailed a trailblazer across the pond: the first black model to appear on the cover of *US Vogue*, in 1974, and a heroine of the civil rights movement following that debut. She has starred on over 500 magazine covers, battled eating disorders, parted with the Rolling Stones, starred in the movie *Ashanti* with Michael Caine, been declared a 'super-model legend' by Oprah, created a business empire to rival Goop and made the decision to share her Me Too story in the battle to bring Bill Cosby to justice.

This summer, the 67-year-old was hoping to begin taking things a little easier. After eight years together, her boyfriend, investment banker Brian Maillan, had proposed (using his mother's wedding ring) and she was beginning to settle into the idea of enjoying time with him and her daughter Anansa (from her second marriage, to music producer Danny Sims), 41, and her four young grandchildren.

Then the murder of George Floyd in Minneapolis happened. Thanks to her boundary-breaking fashion achievement, Johnson was a woman who activists and journalists alike were looking to. 'People had been calling me asking if I had anything to say, and I'm thinking, actually, no,' Johnson tells me when I call her at her home in Palm Springs, which looks just like one of those glossy houses from Netflix's *Selling Sunset*, complete with sparkling turquoise pool and plush cream interiors.

It was when a statement to *Vogue* staff by the magazine's editor-in-chief, Anna Wintour, was leaked that she decided she had to act, instead of being 'glued to the TV watching this like everybody else'. In the memo, Wintour admitted that the magazine had failed to 'elevate and give space' to black creatives and had made 'mistakes' in 'publishing images or stories that have been 'hurtful or intolerant'. It's a hurt that Johnson has felt personally, both at the hands of Wintour (who reportedly snubbed her at a party to celebrate *Vogue's* centenary) and more widely during her career, which began during her university summer holidays in 1968. Indeed, she recently recalled how the pool of a five-star hotel was drained after she'd swum in it during a shoot. 'Twenty years later, one of the models told me it was because of me,' she told *People* magazine.

I didn't just want to list off the complaints because we'd be here for days and days,' she says of deciding what to do next. Instead, Maillan told her about the Rooney Rule in



American football, whereby two ethnic minority candidates must be interviewed for every senior role in the sport – the policy helped to prompt a significant jump in the number of non-white coaches after it was introduced in the early 2000s and has

'I wanted to rise to the occasion because I realised what it meant to so many black people'



since been adopted by the FA in England.

'He said, either you call it the Beverly Johnson Rule or maybe they might call it the Condé Nast Rule or the *Vogue* Rule, it's up to you. You claim it or you don't,' says Johnson with her gravely glamorous drawl. 'And I decided to claim it.'

In an article for *The Washington Post*, Johnson discussed her modelling experiences ('My race limited me to significantly lower compensation than my white peers... I was reprimanded for requesting black photographers, make-up artists and hairstylists for photo shoots') and proposed her rule: at least two black professionals should be interviewed for meaningful positions within Condé Nast, from executives to editorial positions. She also invited other companies in the fashion, beauty and media industries to take up this rule. Her suggestion was covered by outlets around the world, she spoke about it on NBC News and *Good Morning America* and took part in an online discus-

PREVIOUS PAGE: CHRISTIAN WIRKMAN/RETNA; BETTY MANNES; THIS PAGE: GETTY IMAGES

Beverly Johnson - The Telegraph Magazine UK Cover

The Global Fashion and Beauty Icon

The Original Trailblazer - The Original Activist

August 22, 2020



Above Johnson modelling for *Glamour* magazine, 1973. **Left** Making history on the cover of *American Vogue* in 1974, and on *Glamour* in 1972

sion with Tina Knowles-Lawson (mother of Beyoncé) about tackling racism. Far from easing into a quiet life, Beverly Johnson is back and more passionate than ever.

Johnson was born and brought up in Buffalo, New York; her mother was a nurse and her father a steelworker. She was, she says, quite cosseted from the worst of the race troubles. 'I didn't grow up in the South, and there was talk of race, and Martin Luther King, and hoses and whatever... but we were up north, we lived in an integrated neighbourhood,' she says.

As a teen, Johnson was a competitive swimmer with aspirations to study law. 'I wanted to be a Supreme Court lawyer,' she remembers, with only the faintest glimmer of modelling as a possibility. 'I remember seeing Twiggy on television one time and going, "Wow, she's really skinny!"'

Modelling began as a summer job while she was reading criminal justice at Northwestern University in the early '70s, but quickly turned into a full-time endeavour and Johnson became one of the biggest faces of the decade, despite what might seem like some quite crushing obstacles. The legendary model agent Eileen Ford declared Johnson 'too fat' the first time she met her, and Kodak didn't make film that went dark enough to represent her shade of skin (never mind the photographers, hairdressers and make-up artists flummoxed by her non-white features).

But she admits that she was a little naive about the impact of being the first black woman on the cover of America's biggest fashion magazine (African-American model Donyale Luna fronted British *Vogue* in 1966). 'Sometimes you just have those goals that you're working towards and you don't really know everything about it. It wasn't like, "I want to be the first black woman on the cover." I didn't know about that. I wanted to be on the cover of *Vogue* because that's every model's dream.'

When it came out and everyone was asking, "How does it feel to be the first black model?" I was like, "Oh, I am? Give me a little time to think about this." I was a 21-year-old kid thinking, "I need to get with my friends and party, and now this really heavy duty is on me." It really took me a while.

"When you were a kid, you would think things are going to be better. You have this kind of innocence but that [*Vogue* cover] was the moment my innocence was replaced with this more mature reality, of really what America is doing, or was doing. I wanted to rise to the occasion because I realised what it meant to so many black

Below With partner of five years, actor Chris Noth (Big from *Sex and the City*), at a book launch in 1994; with her husband-to-be, financier Brian Maillan, in 2012



people. And I didn't want to let them down, or myself down.'

Now, such 'firsts' are celebrated with huge social-media fanfare – such as when Beyoncé was photographed by Tyler Mitchell for US *Vogue* in 2018, the first photographer of colour to shoot the title's cover – but that wasn't the case for Johnson.

'At first, the white models didn't speak to me and then the black models didn't speak to me,' Johnson recalls, suggesting that competition was so fierce among women carving careers for themselves that it was difficult to celebrate one another's successes, though she has said that model Lauren Hutton always stuck up for her. 'I was being hit by arrows from everywhere.'

Even so, that cover was really the start of a string of adventures that she describes in her 2015 memoir, *The Face that Changed It All*. These included Elizabeth Taylor loaning her the famous 69ct Taylor-Burton diamond ring during a dinner party hosted by the designer Halston, giving skincare advice to Michael Jackson and having an affair with Mike Tyson, which saw him so enthralled by her that he rushed from winning a fight in Las Vegas to see her in New York (she wrote that she had promised, 'If you win, I'll give you some'). She also had a relationship with Chris Noth, best known as *Sex and the City*'s Big, for five years in the early '90s ('Bev is actually hilarious,' he once said of her) and was married to Sims from 1977 to 1979 (after an earlier marriage to estate agent Billy Potter from 1971 to 1974).

And yet there has been a darker side to the fame. In 2014, Johnson was one of the women who spoke out against Bill Cosby. In an article for *Vanity Fair*, she said that Cosby had once attempted to drug her at his home. 'As I thought of going public with what follows, a voice in my head kept whispering, "Black men have fought enemies out there already, they certainly don't need someone like you... fanning the flames,"' she wrote. In the article she reveals she was asked by Cosby to audition for *The Cosby Show*, he charmed her and 'reeled' her in with a series of meals at his home with her daughter.

On another visit, he offered her a cappuccino from which she took a few sips. 'I was a top model during the '70s, a period when drugs flowed at parties and photo shoots like bottled water at a health spa,' she wrote. 'I'd had my fun and experimented with my fair share of mood enhancers. I knew by the second sip of the drink Cosby had given me that I'd been drugged – and drugged good... My head became woozy, my speech

became slurred, and the room began to spin non-stop. Cosby motioned for me to come over to him as though we were really about to act out the scene. He put his hands around my waist, and I managed to put my hand on his shoulder in order to steady myself. As I felt my body go completely limp, my brain switched into automatic survival mode. That meant making sure Cosby understood that I knew exactly what was happening at that very moment. "You are a mother – er, aren't you?" she says that her memory of what happened next is 'cloudy', but that he eventually bundled her into a taxi to take her home.

After Johnson's article, Cosby spent over a year attempting to sue her. He dropped the case in early 2016, and in 2018 was given a jail sentence after being found guilty on three counts of aggravated indecent assault, with dozens of women now having accused him of sexual abuse. Johnson's allegations were never tried in court. 'Those were four years out of my life and it's not easy,' she says now. 'People were saying, "Why are you saying something?" They were very protective of me, but sometimes you're in a position where your conscience won't let you be quiet.'

It's that conscience which is making her speak out again by proposing the Beverly Johnson Rule, which has been adopted by upscale skincare brand, Retrouvé. Alluding to fashion houses that have found themselves apologising after releasing products that depicted or emulated blackface, Johnson protests that, 'If there was someone who looked like me on the board, they would've said, "Hey guys, that's racist, that's a racial slur, that's not a good idea, and you know why? Because we were lynched in the South." They would be like, "Oh! We just thought it would be provocative." You know, that's not really provocative, that's distasteful.'

'Sometimes you're in a position where your conscience won't let you be quiet'



Above Cosby during his trial, 2010; Johnson was one of 35 women who told their stories in New York – the empty chair symbolised those unable to speak out



Johnson and her daughter, model Anansa Sims, at a film premiere in 2012

Another modelling 'hazard' that Johnson faced is the cult of thinness which she battled with as a young model. She admits that she would go an entire day without eating. 'When you're starving, you don't even know you're hungry any more. I had to ask myself, did I eat today? Because it doesn't work, there's no signals from the stomach to the brain saying you haven't eaten.'

When her own daughter told her that she wanted to go into modelling, Johnson was reticent, concerned she might suffer the same fate. After trying to be a sample-size model, Anansa 'fainted in the elevator'. She decided to study instead and later became a plus-size model. 'Back then, I thought "is she rebelling?" And she said, "I want women to know they look beautiful right where they are, right now." She became one of the top plus-size models in the world. I am so proud of her, she's taught me so much about loving my body. I'm a model, we're obsessed about weight and looks, and she's got me, I'm still obsessed, but I'm so much better, loving who I am right now.'

As the videos and selfies on her Instagram account attest, Johnson looks flawlessly striking as she approaches 70. 'I have an unbelievable dermatologist, it's just amazing what they can do now,' she confides. 'I've had no plastic surgery or anything like that. It's just these strange machines. It's fun, I love learning about all that, I love being her guinea pig. I'll try it! I'm having a good time.' Over the years, Johnson has built a vast

career portfolio ('my parents always told me I needed a pay cheque,' she laughs), with her books and hair products, a 2012 reality TV show on the Oprah Winfrey Network called *Beverly's Full House* (which showed the ups and downs of living with Anansa and her family) and a shoe collection (her company has designed a stiletto with the help of Elon Musk's SpaceX engineers).

Before Covid, she was touring her one-woman show, *Beverly Johnson: Naked!*, in which she speaks about her life and career, as well as executive producing a new TV series. Her next project will be planning her wedding – there's already been a lavish engagement announcement shoot in *People* magazine. 'We're not doing a Covid wedding,' she insists. Although she's now expecting to be spending more time campaigning than she'd imagined. 'I was having the time of my life... I've got the love of my life, I'm going to get married. And then I opened my big mouth and my partner said, "You just can't keep your mouth shut, can you?"'

She feels that, now that she's older, she has less to lose when it comes to being outspoken. 'If I see something and know that I can shine a light on it, I can't ignore it. When I was modelling, I saw all these injustices but I realised that I wasn't in the position to speak out. I always said to myself, "When I get in the position where I can speak out, where it's not going to damage my career and where I have some leverage, then I was going to do that." Well, I guess that's one of the benefits of getting mature... you can now talk about things from some point of wisdom.'

*Beverly Johnson's Profile
Demographics, Digital Footprint and Social Media*



Beverly's Demographics, Social Media and Digital Footprint

Beverly Johnson's followers and fans are Women of All Colors, Nationalities and Religions and are between the ages of 18 to 65

- ◆ Demographics
 - ✓ Core Demographics Women [25 years old to 60 years old]
 - ✓ African-American
 - ✓ Hispanic-American
 - ✓ Asian-American
 - ✓ Caucasian-American
 - ✓ Other-American

Social Media and Digital Footprint

They all cover Beverly's demographic of educated women, all races, ages between 25 and 60, with medium to high incomes.

- ◆ **Beverly's Social Media Marketing Partnerships**
 - ✓ The Partnerships include numerous curated social media platforms
 - ✓ Each platform has between 50,000 and 100,000 loyal members each
 - ✓ Total Social Media Reach exceeds 400,000 women
- ◆ Instagram Followers is over 67,000
- ◆ Twitter Followers are over 65,000
 - ✓ 56% Women and 44% Men;
 - ✓ Age 24 to 44;
 - ✓ 8.5 million potential reach
- ◆ Facebook Fan Page over 65,000
 - ✓ 64% Women and 36% Men
 - ✓ Age 18 to 55
 - ✓ 6.9 million impressions
- ◆ As a Global Icon Beverly's name and brand are known worldwide
- ◆ Beverly is globally recognized as a strong advocate for women and women rights



Beverly Johnson's Demographics
Women of All Colors, Nationalities and Religions



Beverly Johnson's Deals, Media and Corporate Relationships



Beverly Johnson's Deals, Media and Public Relations Appearances



Beverly Johnson's Deals, Media and Public Relations Appearances



Beverly Johnson Corporate Relationships

◆ AT&T - Essence Festival Salamander Resorts and Hotel

- Beverly is engaged to lead the AT&T-sponsored Humanity of Connection “Fire-Side” Chat
- Beverly is the Master of Ceremony at AT&T sponsored fashion show

◆ JP Morgan Chase

- Participant in JPMC Women Business Symposia
- Keynote Speaker – International Women’s Day 2018
- Expanding Relationship with Chase

◆ Dow Jones & Co.

- Moneyish, New Digital Platform for Millennials

◆ Chico’s

- Title Sponsor for Beverly’s Memoir NYC Launch

◆ Always Best Care Senior Services

- Endorsement Deal - Regional Spokesperson
 - ✓ Alzheimer’s Spokesperson
 - ✓ Senior Care Givers

◆ SkyBridge Capital

- Platinum Sponsor for Beverly’s Memoir NYC Launch

◆ Salamander Resorts and Hotels

- Presenting Sponsor for Beverly’s Memoir NYC Book launch
- Developing a Women Empowerment Retreat
 - ✓ Senior Women Corporate Executives

◆ Simon & Schuster

- Publisher of Beverly’s Memoir
 - ✓ *“The Face That Changed It All”*
 - New York Times Best Seller

◆ AARP

- Speaking Engagements
- Thought Leadership Consultant for Disruptive Aging Campaign in the Fashion Industry

◆ Macy’s

- Platinum Sponsor for Beverly’s Memoir NYC Launch
- Participated in Macy’s Black History Month Tour 2014
- Working on other projects with Macy’s
- Keynote Speaker

◆ Prudential Insurance

- Sponsored Speaking events
- Entrepreneurial, Diversity, and Empowerment

◆ Retrouvé Beauty and Facial Products

- Platinum Sponsor for Beverly’s Memoir NYC Launch

Beverly Johnson's Past Media and PR Appearances



BEVERLY
JOHNSON

Beverly Johnson's Past Media and PR Appearances

A media mainstay, Beverly is often called upon to speak about beauty, fashion, style, hair, fitness and health. Beverly has had numerous appearances on many television shows, digital media, movies and Internet platforms.

Beverly has appeared on the following, which is a partial list:

- ◆ Dow Jones, *Moneyish*, Digital Platform
- ◆ CCN – “*American Style*”
- ◆ “Beverly’s Full House” – OWN
 - Concept, Star and Executive Producer
- ◆ Judge on “She’s Got the Look” for two seasons
- ◆ Tyler Perry’s movie “Good Deeds”
- ◆ HBO movie “*About Face*,” a Timothy Greenfield Sanders movie about the top Super Models
- ◆ Good Morning America on ABC
- ◆ The Today Show on NBC
- ◆ The Morning Show on CBS with Gayle King
- ◆ CNN
- ◆ MSNBC
- ◆ Inside Edition
- ◆ Dateline
- ◆ Vanity Fair Confidential
- ◆ Extra
- ◆ Access Hollywood
- ◆ Dr. Phil
- ◆ A&E
- ◆ The Wendy Williams Show,
- ◆ Good Day New York,
- ◆ Good Day Los Angeles,
- ◆ Sirius XM Radio – Howard Sterns
- ◆ Sirius XM Radio – Judith Kerr
- ◆ Larry King ET
- ◆ And more...

Beverly Johnson's Philanthropic Activities and Community Activist



*Opposite page
and cover:*

Beverly Johnson's Philanthropic Activities and Community Activist

- ◆ Beverly's current philanthropic activities include:
 - ✓ Member Board of Directors of the Barbara Sinatra Children Center for Abused Children
 - ✓ International Spokesperson for the Global Down Syndrome Foundation
- ◆ Beverly has been engaged to be the keynote speaker for women groups
 - ✓ Discussing her role as a Modelpreneur
 - ✓ Women empowerment
 - ✓ An advocate for women's rights
 - ✓ Major Advocate for domestic violence against women
- ◆ Throughout her career, Beverly has been active in charity work and speaking out about health issues
 - ✓ In 2008 she became the national spokesperson for Ask4Tell4
 - A campaign that seeks to educate women about the options available to treat uterine fibroids
 - ✓ During the Era of President Clinton, Beverly was appointed the Ambassador of Goodwill to the Fashion Industry
 - To help with the elimination of sweatshops
 - ✓ In the 1980s Beverly worked as an AIDS activist
 - Beverly continues to this day to support health issues affecting gay men

Summary of Global Earned Media Based on Beverly's June 18, 2020 Washington Post Op-Ed

- ◆ UK - The Telegraph Newspaper, The Telegraph Magazine Cover - Please see page 12
- ◆ Australia, Chanel 10
- ◆ People: Supermodel Beverly Johnson Calls Out Racism in the Fashion Industry: 'We Need a Seat at the Table' [people.com]-- Johnson appeared on Thursday morning's episode of Good Morning America where she told ABC's Juju Chang that real change has to start at the top, after writing a powerful op-ed about racism for the Washington Post earlier this week.
- ◆ BET: Legend Beverly Johnson Encourages America Not To Be Fooled By Brands Hiring Black Models In Fashion [bet.com]-- Her interview comes days after the famous beauty penned an op-ed in the Washington Post that exposed systemic racism in the fashion industry. In the heartfelt post, she revealed the pushback she received for advocating for inclusion and equal pay.
- ◆ ET Canada: Supermodel Beverly Johnson Calls Out Racism In The Fashion Industry: 'An Ugly Part Of The Beauty Business' [etcanada.com]-- Despite blazing all those trails back in the day, Johnson, now 67, shares her thoughts in a new op-ed for The Washington Post to point out that racism in the fashion industry isn't a thing of the past.
- ◆ The GMA interview was fantastic! Here's a clip of the segment [twitter.com] and the write-up GMA did as well:
- ◆ ABC Good Morning America: Beverly Johnson, the first Black model on the cover of Vogue, demands for change in the fashion industry [goodmorningamerica.com]-- Earlier this week, Johnson penned an op-ed in the Washington Post and tackled the issue of systemic racism in the fashion industry.
- ◆ France 24 News: Beverly Johnson, le premier modèle de couverture noire de Vogue, appelle Anna Wintour à apporter des «changements structurels» [news-24.fr]-- Beverly Johnson exige un changement de l'industrie de la mode dans un nouveau article publié par le Washington Post. Le modèle est entré dans l'histoire en 1974, lorsqu'elle est devenue la première femme noire à figurer sur un Vogue couverture. Elle écrit dans le Washington Post qu'elle croyait que ses débuts sur la couverture "inaugureraient un courant de changement dans l'industrie de la mode".

SuperModel Beverly Johnson's Biography

Legendary Super Model Beverly Johnson was the first African-American woman to grace the cover of ***American Vogue*** Magazine. Beverly is the Founder, Chairwoman and CEO of BJE LLC. She is realizing her dream of being a true “Modelpreneur,” a SuperModel and an entrepreneur by owning and manufacturing the products she loves under The Beverly Johnson Luxurious Lifestyle Brand.

Beverly's remarkable career, which spans four decades, is a showcase of accomplishment: from model to mom to actress, author, activist, businesswoman, TV personality, and—finally—a Global Icon. As a model in the 1970s, 80s, 90s, and the 2000s, SuperModel Beverly appeared on more than 550 magazine covers from Vogue, Glamour and Cosmopolitan to Essence, Ebony and French Elle.

A media mainstay, Beverly is often called upon to speak about beauty, fashion, style, hair, fitness and health. Beverly has had numerous appearances on many television shows, digital media, and Internet platforms. Beverly has appeared on The Doctors on CBS, The Morning Show on CBS with Gayle King, The Wendy Williams Show, Good Day New York, Good Day Los Angeles, CNN, Fox News, The Talk, Tom Joiner Radio Show, Steve Harvey Radio Show, Sirius XM Radio, OPRAH, Dr. Phil, Dr. Oz and more.

On August 25, 2015, Simon & Schuster published Beverly's memoir, “***The Face That Changed It All.***” Beverly's memoir spans her early childhood in Buffalo, NY; her rise to superstardom; to the late 1980's, which includes a tumultuous part of her life. In October 2015 Beverly's memoir rose to be on the ***New York Times Best Sellers*** List. Beverly is in negotiations with top movie producers to produce her life movie predicated on this memoir. Beverly is in discussions with networks regarding a mini-series based on her memoir.

In March 2012, Beverly launched her new constructive reality show, ***Beverly's Full House*** on the Oprah Winfrey Network (“OWN”) and appeared in April 2012 in Tyler Perry's movie ***Good Deeds*** along side Tyler Perry and Gabrielle Union. She is featured in the HBO special ***About Face*** by Timothy Greenfield Sanders about the Supermodels from the 70's and 80's.

The New York Times named Beverly “*One of the Most Influential People of the 20th Century.*” She was honored as a legend at Oprah Winfrey's Legends Gala alongside such luminaries as Coretta Scott King, Rosa Parks, and Tina Turner. Throughout her career, Beverly has been active in charity work and speaking out about health issues.

An avid golfer, Beverly plays to a 14 handicap and can be found frequently on the golf course. She lives in Rancho Mirage.

W. Brian Maillian's Biography

W. Brian Maillian is the Co-Founder, Vice Chairman and President of BJE LLC. Mr. Maillian directs the day to day operations of BJE LLC and The Beverly Johnson Luxurious Lifestyle Brand. BJE is a consumer brand company to market, brand and sale products under The Beverly Johnson Luxurious Lifestyle Brand that represents the “highest quality” luxurious products in Media, Fashion, Beauty, Cosmetics and more to the global Multi Cultural market.

Also, Mr. Maillian is Founder, Chairman and Chief Executive Officer of Whitestone Global Partners LLC (“Whitestone”). Whitestone is a Private Equity and Hedge Fund firm focusing on distressed residential assets, Global Capital Markets and Alternative Investments since 1993. Whitestone’s clients have included the U. S. Department of Housing and Urban Development (“HUD”), the Federal Housing Administration (“FHA”), Fannie Mae, U. S. Small Business Administration (“SBA”), the Government National Mortgage Association (“Ginnie Mae”), General Services Administration (“GSA”) and private sector clients. Mr. Maillian is a senior executive with over 40 years of business experience from Silicon Valley to Wall Street.

In February 2011, SBA Administrator Karen Mills appointed Mr. Maillian to the U.S. Small Business Administration’s Region II Regulatory Fairness Board. Mr. Maillian was a member of the Board of Trustees of Continuum Health Partners, Inc., which was a \$2.5 billion New York City hospital holding company and was one of the largest private hospital systems in the country. Continuum merged into Mount Sinai Hospital in 2012. Mr. Maillian is a member of the Board of Directors of the Barbara Sinatra Children Center for Abused Children.

Mr. Maillian has served on the Board of Directors of Toyota Financial Savings Bank, the National Association of Securities Professionals, the National Urban League, the New York National Urban League and the Bay Area Urban League.

Mr. Maillian was elected to the Board of Directors of the University of California at Los Angeles Alumni Association and he was also elected to be Treasurer of the Board; served as Chairman of the Finance Committee; served on the Executive Committee and was a member of the Investment Committee of the UCLA Foundation.

Mr. Maillian earned his Masters of Business Administration at the University of California at Los Angeles with a concentration in Accounting and Finance and he earned a Bachelors of Arts in Mathematics and Computer Science at the University of California at Los Angeles.

He remains active in the UCLA Alumni Association. He is also a Life Member of the UCLA Alumni Association, UCLA Black Alumni Association, and UCLA Alumni Association of New York City and is a member of the Wall Street Bruins.

Mr. Maillian lives in Rancho Mirage, CA. and New York City.

Beverly Johnson - A Global Fashion Icon

The Beverly Johnson Luxurious Lifestyle Brand

