

BEVERLY JOHNSON

LUXURIOUS LIFESTYLE BRAND

“The truth has no expiration
date on it.”

— Beverly Johnson

BEVERLY JOHNSON A GLOBAL FASHION ICON

“broken all
color barriers”

— Ruth Whitney,
Glamour Magazine’s
former Editor-in-chief

SUPERMODEL, AUTHOR, PHILANTHROPIST, ACTIVIST, FOUNDER
AND CEO OF BEVERLY JOHNSON ENTERPRISES.

An icon in Fashion, Media, Beauty and Cosmetics launched The Beverly Johnson Luxurious Lifestyle Brand whose mission curates elite product, sophisticated services and exclusive experiences and presents them to a global audience of diverse ethnicities of women.

Making world history as the first woman of color to grace the covers of **American Vogue** and **French Elle** magazines, her professional hallmark, forever changed the beauty ideal in the fashion world. Her stunning

face has been captured on more than 500 magazine covers from **Cosmopolitan** to **Glamour**, **Essence** and **Ebony**. A unique beauty embraced worldwide, her portrait is hung in the National Portrait Gallery in Washington, DC.

Four decades of accomplishments mark her as a global influencer. Named as one of the “20th Century’s 100 Most Influential People in the Fashion Industry” by The New York Times and listed as Oprah Winfrey’s “25 top legends”. Part of the Black List, a photographic assembly of

50, she sits as one of the most influential African-Americans in America.

Recognizable figure in media often called by major networks such as CBS Morning Show, Good Day New York and L.A., FOX News, Dr. Phil, Dr. Oz, the Wendy Williams Show, the Steve Harvey Show and more. Honored by The Palm Springs Walk of Stars with the 405th Star Dedication award. Acclaimed Author, Actress, Supermodel, Media Icon, Businesswoman, loving mother and grandmother, her impact is truly worldwide.



BEVERLY JOHNSON THE VISION

BEVERLY JOHNSON, with the expertise and gravitas, is the ENTERPRISE. As a woman entrepreneur, Beverly Johnson has successfully occupied territory in various businesses disrupting the economic inequity. The Beverly Johnson Enterprises (“BJE”) vision is to launch The Beverly Johnson Luxurious Lifestyle Brand comprised of luxury products and services connected to her personal aesthetic, taste and life long experiences in various industries.

Beverly brings a knowledgeable perspective of various industry markets; the products and services they offer to deserving yet underserved women; young and ageless. To service this need, she will design and

present specially endorsed products to women that appeal to their whole self. All products are suitable for all women; critically targeting the multi-cultural market; the fastest growing demographic.

An icon in Fashion, Media, Beauty and Cosmetics, **The Beverly Johnson Luxurious Lifestyle Brand’s** mission curates elite product, sophisticated services and exclusive experiences and presents them to a global audience of diverse ethnicities of women.

BEVERLY JOHNSON is all about an aesthetic of elegance, luxury living and her authority in image media, has allured other markets in hair, accessories, health and fitness, fashion

apparel and home. BEVERLY JOHNSON’s net worth is seen in the successful business partnerships and collaborations within a wide range of markets.

Beverly’s entrepreneurial direction alongside a firm of members expands the vision of BJE, pioneer new paths of mentorship, maintain her legacy and inspire others to do the same.

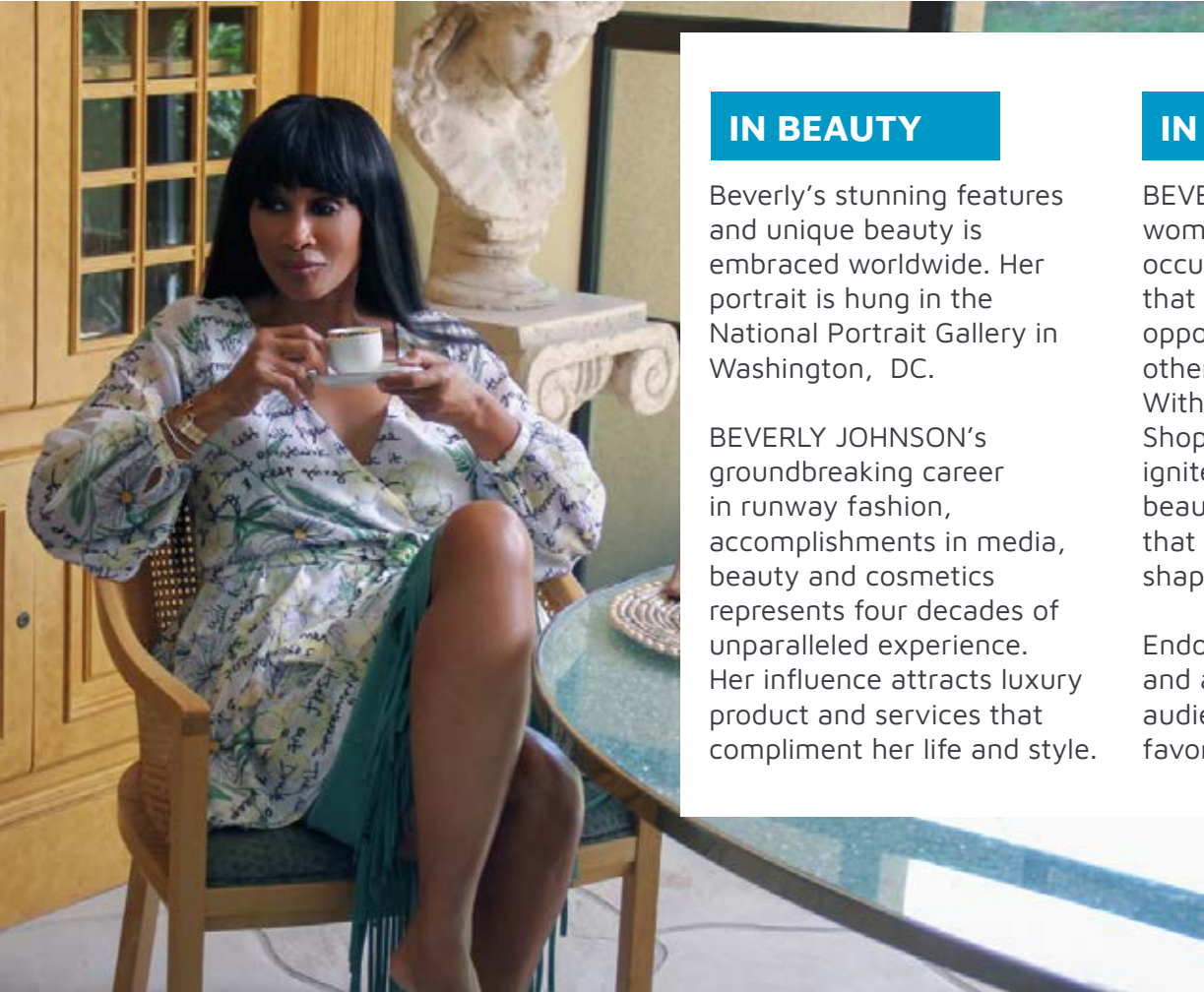
Opportunities to partner, collaborate and join **BJE** are open. To be a part of an enterprise empowered to impact generations, contact a business associate to register your interest. We will be glad to hear from you.



Francesco Scavullo, New York

BEVERLY JOHNSON **BRANDING, LICENSING, PARTNERSHIPS & COLLABORATIONS**

Beverly’s gravitas and authority in media, beauty, health, fashion, home and lifestyle usher BJE into key categories covering Apparel and Ready-To-Wear, Shoes and Intimate Apparel, Hair Care, Bath and Body, Skin Care and Cosmetics, Hair Products and Extensions, Luxury Home Furnishing and Goods, and Media Production.’



IN BEAUTY

Beverly’s stunning features and unique beauty is embraced worldwide. Her portrait is hung in the National Portrait Gallery in Washington, DC.

BEVERLY JOHNSON’s groundbreaking career in runway fashion, accomplishments in media, beauty and cosmetics represents four decades of unparalleled experience. Her influence attracts luxury product and services that compliment her life and style.

IN FASHION

BEVERLY JOHNSON is a woman of influence who occupies a unique platform that pioneer paths of opportunities and supports others who do the same. With her apparel collection on Shop HQ, BEVERLY JOHNSON ignites women’s intrinsic beauty in designing product that embraces their body type, shape and lifestyle.

Endorsement in shoes and accessories offers her audience selections in luxury favorites.

IN HOME

Style is a way of living. Home, Life and Style Collection is the harmonious venture of Beverly Johnson and Doreen Chambers.

Here is where we rediscover home, redefine comfort and reimagine beauty presenting a modern elegance, an understated glamour and a haven for timeless experiences among family and loved ones. Home, Life and Style Collection will curate elite, sophisticated products and exclusive experiences for our global audience; as is the vision of The Beverly Johnson Luxurious Lifestyle Brand.

DOREEN CHAMBERS, an award-winning interior designer, designs exquisite and serene environments for a sophisticated audience.

Doreen arrived in Manhattan to pursue a career at Estée Lauder and later Donna Karan Cosmetics & Home; where she fell in love with the process of creating, developing, and accessorizing interiors.

Those skills were later put to work when Doreen became assistant to world-renowned architect, Peter Marino. On project after project, she saw how structures come together and how the spaces within them come to life. After going on to study at the New York School of Interior Design, Doreen founded her design studio in 2001. Named a ‘Next Wave’ rising star designer by House Beautiful Magazine, Doreen draws on inspiration found in nature, fine art, theatre, fashion, food, and travel.

Whether projects are large or small; the aesthetic contemporary or traditional, combining a global aesthetic with contemporary art, Doreen creates homes that are relaxed and welcoming.

BEVERLY JOHNSON BIOGRAPHY

BEVERLY JOHNSON is an iconic name whose journey has broken barriers in the fashion, beauty and media industries. A woman of influence who occupies a unique platform to pioneer paths, create generational wealth and inspire others to do the same. Fortified in her beliefs and core values, BEVERLY JOHNSON is empowered to transform the very industries she's served to serve others with human dignity and morally fairness. As a woman, BEVERLY JOHNSON has fought past gender biases. As a person of color, BEVERLY JOHNSON has pierced through racial injustices. As an entrepreneur, she has successfully owned stake in business disrupting the economic inequity.

As the first woman of color to grace the cover of *American Vogue* magazine, is BEVERLY JOHNSON's professional hallmark. This moment of recognition brought on the importance of leading with authenticity, embracing your true self and using these strengths to lead others. Since then, BEVERLY JOHNSON's groundbreaking career in runway fashion, accomplishments in media, beauty and cosmetics represents four decades of unparalleled experience.

BEVERLY JOHNSON brings a knowledgeable perspective of various industry markets; their elite brands, companies and product or service they offer to deserving yet underserved women; young and ageless. To service this need, BEVERLY JOHNSON launched **The BEVERLY JOHNSON Luxurious**

Lifestyle Brand; an in-house designed as well as branded products, sophisticated services and exclusive experiences curated and endorsed to present to a global audience. BEVERLY JOHNSON's aesthetic of elegance and her authority in various areas related to image, has allured other markets such as hair, accessories, health and fitness; lead to the launch of her first apparel collection on Shop HQ. Here, BEVERLY JOHNSON's personal brand ignites women's intrinsic beauty in designing product that embraces their body type, shape and lifestyle.

BEVERLY JOHNSON's unique voice and journey is documented as author of many books related to beauty, health, fashion and lifestyle. Her most notable and personal testament is imparted in her 2015 memoir, "The Face That Changed It All", a **New York Times Best Seller**. This work, leading to a Warner Brothers TV production deal with BEVERLY JOHNSON as an executive producer. Empowered to give more to the world, BEVERLY JOHNSON leverages her relationships with major corporations in finance, television, retail and hospitality to shed light on social and corporate concerns that effect consumer well being. Courageous conversations around diversity and inclusion are the core purpose of **The BEVERLY JOHNSON Rule**. Leadership and ownership are endorsements BEVERLY JOHNSON desires for minority cultures and among the demographic of women. Issues that matter to

the lives of her fans matter to her. BEVERLY JOHNSON philanthropic community efforts target Women's rights, domestic violence, child abuse and degenerative diseases. Her disruption in the Fashion Industry campaigns around inequitable employment and treatment of design talent, sample workers and factory sweatshops.

BEVERLY JOHNSON and her business brands are in pursuit being genuine and speaking authentically to fans globally about balancing professionalism and motherhood, societal impact on fashion style, ageless beauty and what health and fitness looks like at this stage. BEVERLY JOHNSON is often called by major networks such as CBS Morning Show, Good Day New York and L.A., FOX News, Dr. Phil, Dr. Oz, the Wendy Williams Show and the Steve Harvey Show to name a few. Oprah listed BEVERLY JOHNSON as one of her 25 top legends as well as *New York Times* naming her as one of the 20th century's 100 most influential people in fashion industry.

BEVERLY JOHNSON paved the way for future African-American women in the fashion industry and set the standard for models venturing outside the industry. She would eventually become the first "Modelpreneur," Supermodel and Entrepreneur.

A Mother, Activist, Actress, Author, TV media personality, businesswoman and still finds time to golf.



Image courtesy of **The Telegraph**, London

W. BRIAN MAILLIAN BIOGRAPHY

W. Brian Maillian is the Co-Founder, Vice Chairman and President of BEVERLY LLC. BRIAN MAILLIAN directs the day to day operations of BJE 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.

BRIAN 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 Structured Credit, 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. BRIAN 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 BRIAN MAILLIAN to the U.S. Small Business Administration’s Region II Regulatory Fairness Board. BRIAN 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. BRIAN MAILLIAN is a member of the Board of Directors of the Barbara Sinatra Children Center for Abused Children.

BRIAN 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.

BRIAN 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.

BRIAN 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.

BRIAN MAILLIAN 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.



BEVERLY JOHNSON DEMOGRAPHICS, SOCIAL MEDIA & DIGITAL FOOTPRINT

BEVERLY JOHNSON and her business brands are in pursuit being genuine and speaking authentically to fans globally about balancing professionalism and motherhood, societal impact on fashion style, ageless beauty and what life and style looks like at this stage.

BEVERLY JOHNSON’s personal journey and accomplishments, generates attention from followers on social media platforms exceeding 500,000 combined. She sustains a core, educated audience of women of African, Hispanic, Asian, and Caucasian decent as well as women of blended races between the ages of 25 and 65.

Beverly’s
Social Media
Marketing
Partnerships

- The Partnerships include numerous curated social media platforms
- Each platform has between 100,000 and 200,000 loyal members each
- Total Social Media Reach exceeds 500,000 women

INSTAGRAM

 67,000 Followers

TWITTER

 44,000 Followers

Followers are aged 24yrs to 44yrs.

56% 44%
Women Men

Total Potential Reach: 8,500,000

FACEBOOK

 60,000 Followers

Followers are aged 18yrs to 55yrs.

64% 36%
Women Men

Total Potential Reach: 6,900,000



Richard Avedon, New York



Richard Avedon, New York



Michael Letterlough Jr., Los Angeles

BEVERLY JOHNSON CORPORATE RELATIONS

BEVERLY’S REACH
IS WORLD CLASS.

Empowered to influence global markets, BEVERLY JOHNSON leverages her relationships with major corporations from finance to television to retail and hospitality.

Companies like Warner Brothers and Oprah Winfrey’s OWN network, are aligned with Beverly to positively impact the identity of women by sharing her life story. Corporations such as JP Morgan Chase, Macy’s, AT&T, Salamander Hotels and Resorts and other notable companies are partnerships and collaborations that service the needs of the whole woman; her wealth, her family and her lifestyle.

As Spokesperson for national brands, BEVERLY JOHNSON and her business ventures are in pursuit of being genuine and speaking authentically to fans globally about fashion style, ageless beauty and what health and fitness looks like at this stage.

From hair care products with Target and Fredericks of Hollywood to developing the Beverly Johnson Doll, BEVERLY JOHNSON has made and continues to make meaningful and intentional collaborations with people that share her vision desire to esteem women all over the world.



chico's



ESSENCE



SIMON & SCHUSTER
A CBS COMPANY

★macy's

AARP®



Francesco Scavullo, New York

BEVERLY JOHNSON PROJECTS IN DEVELOPMENT

BEVERLY JOHNSON's unique voice and journey, occupies various platforms in media that expands creativity, pioneer new paths, tell her life story and inspire others to do the same.

This work, leading to Warner Brothers TV production deal, titles her as an executive producer. Several deals ensued that presented the life and business of Supermodels; to which Beverly would feature in and be an executive producer.



Fadil Berisha, New York

BEVERLY'S CURRENT MEDIA AND PRODUCTION PROJECTS

Reality Show

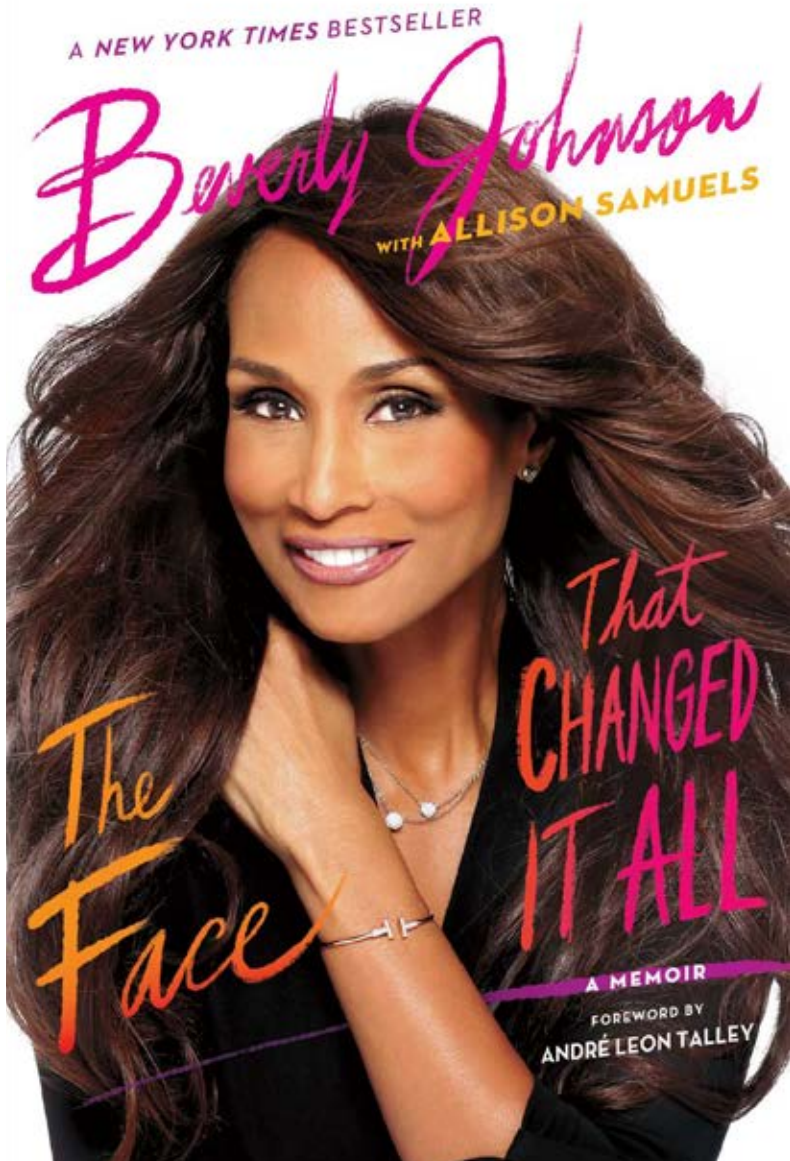
- BJE Productions is in development about Super Models, their businesses and families
- Beverly is an Executive Producer and featured

THESIS Couture — High Fashion Shoe Collection

- Equity Investor
- Endorsement Deal
- FashionTech
State-of-the-Art — High Fashion Shoe Collection

Home Shopping Company — ShopHQ

- Launched The Beverly Johnson Luxurious Lifestyle Brand
- Developing The Beverly Johnson Apparel Collection



“The Face That Changed It All”

— A Memoir by
Beverly Johnson

“Beverly’s journey is one that should inspire every woman from any generation and from all walks of life to keep soldiering on no matter the endless landmines they may come across.”

— foreword extract by **Andre Leon Talley**,
Vogue contributing editor

As the first woman of color to grace the covers of both *American Vogue* and *French Elle* magazines, BEVERLY JOHNSON transformed the standard of beauty. This moment of recognition brought on the importance of leading with authenticity, embracing your true self and using these strengths to lead others.

Fortified in her beliefs and core values, BEVERLY JOHNSON is empowered to transform the very industries she’s served to serve others with human dignity and morally fairness. Beverly represents this well as she confides her intimate journey with readers in this New York Times Best-Selling 2015 memoir, “The Face That Changed It All”.

BEVERLY JOHNSON PHILANTHROPIC ACTIVITIES AND COMMUNITY ACTIVIST

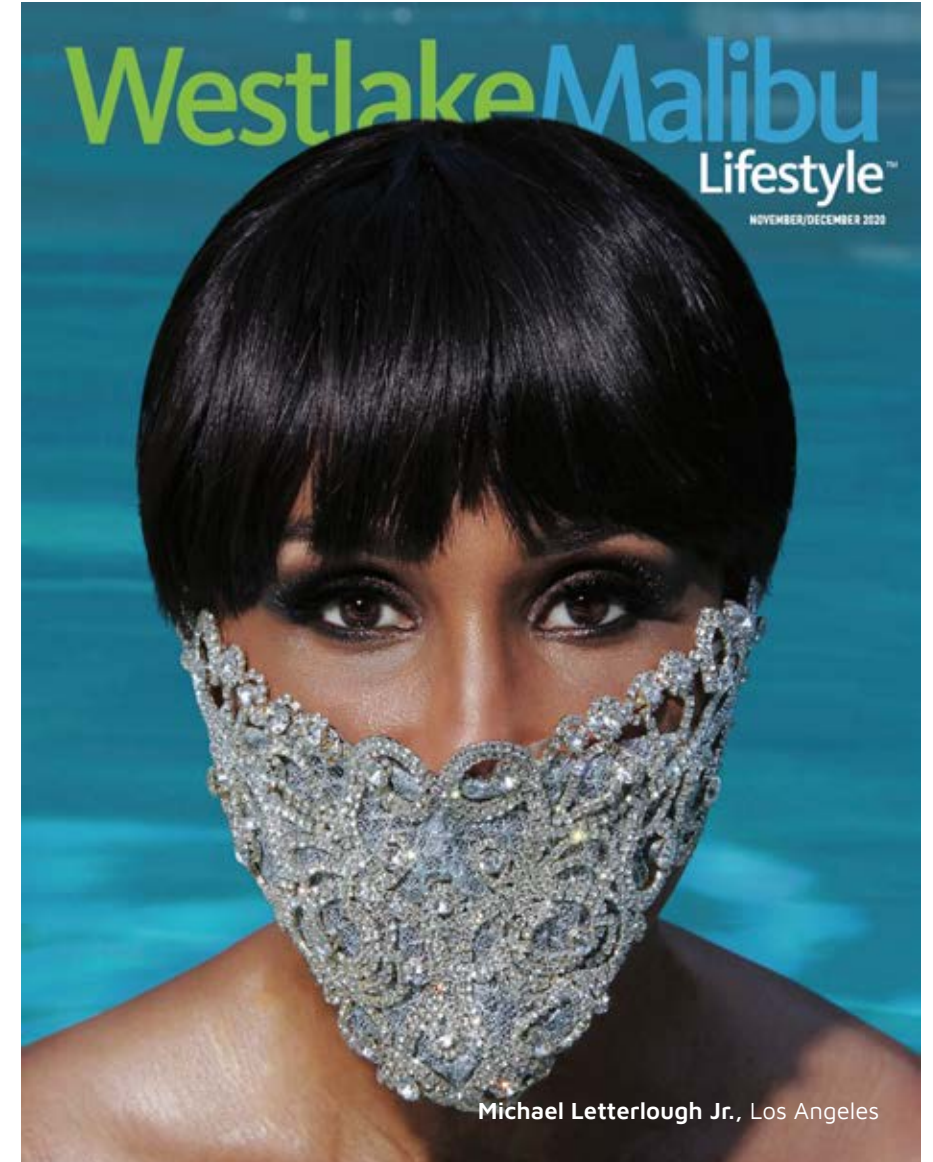
As a woman, BEVERLY JOHNSON has fought past gender biases and sexism. As a person of color, BEVERLY JOHNSON has pierced through racial and inequitable injustices. Leveraging her challenges and victories, Beverly is empowered to give more to the world. BEVERLY JOHNSON philanthropic community efforts target Women's rights, domestic violence, child abuse and degenerative diseases.

As Board of Directors member for **Barbara Sinatra Children Center for Abused Children** and International Spokesperson for the **Global Down Syndrome Foundation** and a former spokesperson for **Ask4Tell4** and **AIDS**, BEVERLY JOHNSON is active in speaking out on issues that effect women, men and children's health.

Her disruption in the Fashion Industry campaigns around inequitable employment and treatment of design talent, sample workers and factory sweatshops. This work lead to becoming the Ambassador of Goodwill to the Fashion Industry.



Francesco Scavullo, New York



Michael Letterlough Jr., Los Angeles

BEVERLY JOHNSON MEDIA & PR APPEARANCES

BEVERLY JOHNSON, often called by major networks such as CBS Morning Show, CNN, ABC, CBS London, Australia 10, Good Day New York and L.A., FOX News, the Tamron Hall Show, Dr. Phil, Dr. Oz, the Wendy Williams Show, the Steve Harvey Show, addresses fans globally about balancing professionalism and motherhood, life and style, wealth and ownership as well as other societal concerns that impact her audience.

Her effective impact in media sustains opportunities of growth and continued partnerships with major brands and networks.



BEVERLY JOHNSON THE HISTORY, THE LEGEND

BEVERLY JOHNSON MANAGEMENT TEAM AND ADVISORS



BEVERLY JOHNSON
Chairwoman and CEO



W. BRIAN MAILLIAN
President



MYRDITH LEON-MCCORMACK
Branding & Marketing Director



DOREEN CHAMBERS
Creative Director
of Beverly Johnson
Home Décor & Lifestyle



ABDULLAHI ALIM
Global Advisor



JON LEVIN
Film and TV Production



ANN MARIE NIEVES
Public Relationships and
Social Media (GetRed PR)



STEPHEN KAMIFUJI
Advising Creative Director
(CEO and Creative Director GenLUX
Magazine)



**MAYA ROCKEYMOORE
CUMMINGS, PH.D.**
Socio-political
Strategic Advisor



“There is so much more purpose behind getting up in
the morning. Business is hard, really hard, but it
is absolutely worth it.”

— Beverly Johnson

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