

PRESS ADVISORY

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RUBY RIBBON ADDS DIRECT-TO-CONSUMER

HEFT TO ITS EXECUTIVE TEAM AND BOARD OF DIRECTORS

Burlingame, Calif. —Ruby Ribbon, the fast-growing apparel company Inc. magazine says is “radically altering the apparel industry,” made high-profile additions to its executive team and board of directors, further positioning it for rapid growth. The company sells its unique apparel products directly to consumers using a nationwide network of technology-empowered Independent Stylists.

Elvia Cowan has joined as CFO. Prior to Ruby Ribbon, Cowan was Vice President of Finance at Stella & Dot. Anita Krpata has joined as Senior Vice President of Sales and Marketing. Prior to Ruby Ribbon, Krpata was General Manager at TYRA Beauty and Vice President of Field Development at Stella & Dot. The executive team also includes Meg Boynton, Executive Vice President of Product & Merchandising, whose background includes stints at Ann, Inc., and Founder and CEO Anna Zornosa, who formerly had senior posts at Yahoo! and the Cobalt Group.

Ruby Ribbon also adds former CEO of Rodan + Fields, Lori Bush, to its board of directors. Bush has built a career creating authentic consumer brands by bringing compelling products to market via innovative marketing channel and sales strategies. Other Board members include Patricia Nakache of Trinity Ventures, Katherine Barr of Mohr Davidow, Cynthia Ringo of DBL Partners, and Norm Matthews former president of Federated Department Stores.

“I’m looking forward to helping Ruby Ribbon empower women across the U.S. and beyond to discover the intrinsic and financial rewards that come from helping people discover these incredible products that can truly make a difference in their lives,” explains Bush.

The addition of these high-profile executives comes at an exciting time of growth for the company. This May, Ruby Ribbon launched the first-ever, vertically integrated, shaping swim collection sold entirely through direct-to-consumer social commerce. This June, Ruby Ribbon’s Demiette™ won the Direct Sales Association’s prestigious Product Innovation Award.



“We are thrilled to welcome Lori, Elvia and Anita to the Ruby Ribbon family. We are on pace for a high-growth 2017 and having their collective experience on-board will be a tremendous asset to Ruby Ribbon moving forward,” says Anna Zornosa, CEO & Founder.

About Ruby Ribbon

Ruby Ribbon is a shapewear and apparel company that sells its products exclusively through a technology-empowered network of Independent Stylists. True to its mission of celebrating confidence, Ruby Ribbon’s award-winning shapewear and on-trend fashion are designed for comfort, style and fit. The company supports female entrepreneurship by enabling each Stylist to operate her own business. Ruby Ribbon is backed by investors including Trinity Ventures, Mohr Davidow Partners and DBL Partners. For more information visit rubyribbon.com.

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