

Beauty 35 Under 35



## The Moguls

They've got beauty know-how *and* business skills. Love that!

### THE LEGACY KEEPERS

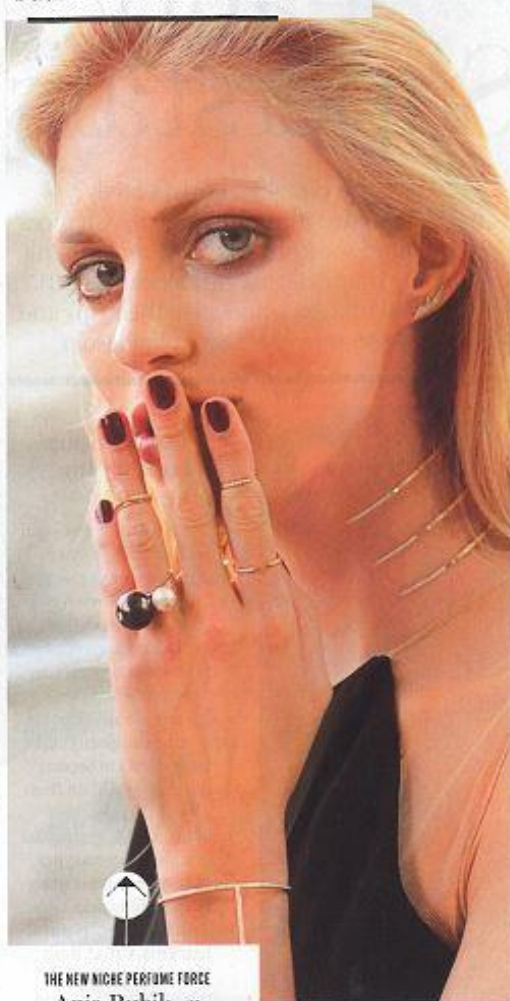
Prisca, 28, and Virginie Courtin-Clarins, 29  
FOLLOW: @PRISCOURTIN, @VIVICOURTIN

Luxury French skin care and makeup brand Clarins has always been celebrated, but when the Paris-based Courtin-Clarins cousins—four leggy granddaughters of founder Jacques—emerged in the public eye a few years ago to work with the brand, it developed a cool new cachet.



Two are now devoting themselves to the 61-year-old family business full-time: Prisca, above, as Clarins' global head of spa activities and development; Virginie as marketing and communications director for the Clarins-owned Mugler fashion house (she was behind the hiring of hot designer David Koma for the brand and involved in signing perfume face Georgia May Jagger).

**HER CAREER PATH:** Before her Clarins gig, Prisca spearheaded the wildly popular Paris mani chain Nail Factory. "Although [Clarins] is a leader in Europe, we still need to target younger customers," she says, referencing plans to launch Maison Clarins this fall—a digitally driven retail-hybrid experience. Stay tuned!



THE NEW NICHE PERFUME FORCE  
Anja Rubik, 31  
FOLLOW: @ANJA\_RUBIK

As a model she's been the face of countless fragrances, but the campaign Rubik is proudest of is the one for her own perfume creation, Original (at Barneys New York in March). The longtime scent junkie was hands-on about every detail of its creation—she funded it independently, handpicked

the development team, and chose everything from the lily-centric scent ("lilies are incredibly elegant but also fragile") to the nuances of bottle design.

**HER BEAUTY WISDOM:** "My little secret is that I love drawing on freckles with a brown pencil; it gives you a bit of youth."

THE HEALTHY-LIFESTYLE FOUNDER  
Jessica Alba, 34  
FOLLOW: @JESSICAALBA

Alba's second career calling has proved to be as profitable as her first. The Honest Company, her line of safe, effective, and affordable lifestyle products (from diapers to shampoo), is hurtling toward an IPO with an estimated value of close to \$1 billion. Fans are drawn to it for the same reasons they love Alba: It's super-pretty, down-to-earth—and epitomizes healthy living.



THE BEAUTY-BOX ORIGINALS  
Hayley Barna, 31, and  
Katia Beauchamp, 32  
FOLLOW: @HAYLEYBAY, @KATIAIANG

When the massive wave of product-sampling services hit the market (offering subscriptions to everything—coffee, ties, art, you name it), Birchbox was one of the first in beauty. And unlike many of its copycats, the company remains on an upswing: It is expanding to global markets and has opened a brick-and-mortar store in New York City.

"Take baby steps—being tied to the full vision makes it hard to start a company."

—Hayley Barna

