

## **BARBARA CALCAGNI**

*President*

*NARS Cosmetics*

Barbara Calcagni is the President of NARS Cosmetics and a beauty industry leader with over 24 years of building iconic brands globally. Calcagni joined NARS in 2008 and has since doubled the size of the business twice, achieving double-digit growth with her leadership team in every market by driving breakthroughs and elevating NARS' distinctive fashion and artistry pillars. A champion of innovation and creativity, she works in close partnership with Founder & Creative Director François Nars. They continue to push authenticity through audacious launches and arresting campaigns—delivering the number one ranking concealer and blush in the market. Today, NARS is an industry and consumer cult-favorite bringing high-fashion, high-style, and forward thinking to beauty.

Prior to NARS, Calcagni led Victoria's Secret Beauty as SVP of Brand Development Merchandising from 2003 to 2007, growing sales by 25 percent through over 750 annual product launches. She increased speed-to-market by over 30 percent, while deepening brand equity through the successful relaunch of the PINK and Dream Angel Collections. Calcagni helped catapult Calvin Klein Cosmetics into a cultural icon as VP of Global Marketing and New Business Planning and Development from 1994 to 2003. There, she propelled the CK One Fragrance brand to a \$250 million dollar success, consistently doubling business results through the strategic planning and development of a 13-brand portfolio.

Calcagni, an active tri-athlete, is dedicated to supporting LLS through TEAM NARS' annual participation in an Olympic Distance Triathlon, having raised nearly \$1 million dollars over the past six years. She is a mentor and Advisory Board member of her alma mater, FIT.