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Fact Sheet

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION:

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Glossier, Inc.

ABOUT

- Glossier is a skincare and makeup brand located in New York, New York.
- It sells a wide variety of products, including makeup, skincare, body care and fragrance.
- It was founded in 2014 by CEO Emily Weiss.
- It is a private company.
- The core values of the company are inclusive, devoted to the customer, curious, courageous and discerning.
- Glossier offices are located in New York City, Montréal and London.
- Glossier retail stores are located in New York City and Los Angeles.
- Glossier has 3 core beliefs: being interesting people, being mission driven and being a family-friendly workplace.

COMPANY HISTORY

- Glossier started off as a beauty blog called Into the Gloss, which was created by Emily Weiss in 2010.
- In 2013, Glossier raised \$2 million in venture capital funding.

- In 2014, Weiss and the Into the Gloss team launched Glossier, Inc. in New York, New York.
- Since then, Glossier has released many makeup, skincare and merchandise products.

KEY MANAGEMENT TEAM

- The board director is Katrina Lake.
- The communications lead is Ashley Mayer.
- The chief financial officer is Vanessa Wittman.
- The chief operating officer is Melissa Eamer.
- The chief technology officer is Pawan Uppuluri.
- The chief people officer is Diane Vavrasek.

PRODUCTS

- In 2014, Glossier released the Phase 1 set of its products, which included the Soothing Face Mist, the Priming Moisturizer, the Balm Dotcom (a lip balm) and the Perfecting Skin Tint (a foundation).
- In the winter of 2014, Glossier launched a set of glitter eyeliners.
- In the spring of 2015, it launched two face masks and a coconut Balm Dotcom.
- In the spring of 2016, it launched the Milky Jelly Cleanser.
- In March of 2016, Glossier released the Phase 2 set, which included the Boy Brow (a tinted brow gel), the Generation G (a lip tint that comes in 4 shades) and a concealer.
- Since then, Glossier has launched a wide variety of skincare products, makeup, fragrance, body products and merchandise.

MISSION STATEMENT

- “Our mission is to give voice through beauty, and our team is proud to work at Glossier to help democratize an industry that has forever been top-down.”

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