

ORANGE COUNTY BUSINESS JOURNAL

WOMEN IN BUSINESS

Cookie Lee Inc.

Quality Fashion Jewelry, Flexible Work Environment

In 1985, Cookie Lee began selling jewelry to family and friends so that she could build a business that would allow her to stay at home with her children. In 1992, Cookie Lee Inc. became a direct sales company with its first Consultant. Cookie Lee is known for offering the latest in affordable, high-quality fashion jewelry and, for over 14 years, Consultants have been distributing Cookie Lee's contemporary designs via home and office shows, fundraisers and boutiques.



Cookie Lee

Leader in the industry

Through Cookie's fashion-forward jewelry and charismatic business leadership, annual retail sales have surged from \$5 million in 2000 to \$125 million in 2005. Now, with over 35,000 active Consultants across the United States, 400 full-time employees and 10 showrooms in various cities across the country, Cookie Lee Inc. is poised to become a household name and leader in the jewelry industry.

Actively involved in Orange County

What makes Cookie a star in Orange County? In November of last year, Cookie was named as one of *OC Metro* magazine's "Hottest 25 People of Orange County," and she was televised last December donating \$1,000,000 in jewelry on the *Today Show* for their annual toy drive. Cookie Lee is a major contributor to Orange County's Working Wardrobes, the Make-A-Wish Foundation, the American Red Cross and the American Cancer Society, with donations targeted specifically toward breast cancer awareness.

Providing opportunities

Although Cookie started her business based on a personal desire to be a stay-at-home mom for her own family, she has since established a company that allows thousands of other women to achieve that same dream, too. By selling Cookie Lee jewelry, women everywhere have the opportunity to build a flexible, satisfying career while maintaining their family responsibilities.

Cookie Lee, the woman, is both a vivacious and inspiring leader of a successful, privately held company and a devoted carpool mom, too!

For more information, please visit www.cookielee.com.