

As seen in

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MAGAZINE

Jewelry Queen

Tupperware, Avon, Mary Kay, and now, Cookie Lee. The latest product to capture the home-party sales circuit is costume jewelry, created by Irvine's own Cookie Lee. The former director of marketing for Mattel Toys just wanted a career that would allow her to stay home with her children. That's exactly what she got.

"Jewelry is fun," Lee says. "I took a beading class years ago...I learned how to string pearls and make earrings." The idea she thought might earn her a part-time income so she could become a stay-at-home mom has turned into a corporation that has expe-



rienced phenomenal growth. After posting sales of \$5.6 million in 2002, the company's direct

sales force exploded. "Last year, we did \$116 million," Lee says. "Pretty good for a hobby!" She now employs 400 people, and her designs are sold by some 50,000 sales representatives across the country.

"I love that," Lee says. "My goal is that every woman across America is going to have the same opportunity to do the things they'd love to do with their kids." Letters from sales reps across the country confirm that women are doing just that.

Cookie Lee Jewelry has been a dream realized for its founder. Thanks to its tremendous success, today Cookie Lee is doing exactly what she has always dreamed of doing: running

her own company, driving carpool and not missing a moment with her children.

—By Kimberly A. Porrazzo

<< COOKIE LEE

RESIDENCE: Orange County
WHAT SHE DOES: Runs the \$116 million jewelry company she founded in 1992
FAMILY: Married and raising her family in Orange County
HOBBIES: Walking, shopping
FAVORITE TV SHOW: "Sponge-Bob SquarePants"
ALTERNATIVE CAREER: A business selling decorated flip-flops

BEST ADVICE RECEIVED:
"Do something you really have a passion for."