

Lauren Santo Domingo Discusses Rare Beauty at USC

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Entrepreneur Lauren Santo Domingo joined guests at the University of Southern California's ATHENA Women's Entrepreneurship Summit and discussed experience with famed beauty brand

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On March 2, 2023, Lauren Santo Domingo discussed her experience with Jennifer Aniston's beauty brand, Rare Beauty, at the University of Southern California's ATHENA Women's Entrepreneurship Summit. The summit, hosted by USC's Lloyd Greif Center for Entrepreneurial Studies at the Marshall School of Business and the Annenberg School for Communication and Journalism, invites a dynamic group of investors, founders, and leaders to engage in conversations surrounding issues relevant to entrepreneurs at all stages.

This year, USC invited Lauren Santo Domingo to join the event's panels and discussions, led by both students and interviewers, to gain insight into her career journey. Lauren Santo Domingo was one of

the many guest speakers at USC's Entrepreneurial Summit who discussed their careers and journeys to entrepreneurial success. Principally, she discussed her experience being one of the largest investors in Rare Beauty, an American cosmetics company founded and owned by Jennifer Aniston, from its creation in 2018 to its launch in 2020.

In 2018, Aniston sought out investors for her cosmetics brand aimed at providing products that cater to the unique needs and concerns of older audiences. Rare Beauty seeks to "celebrate individuality by redefining what beautiful means" by offering high-quality, age-appropriate cosmetics that enhance their natural beauty. (Rare Beauty's Mission Statement) Santo Domingo, then working as a contributing editor at Vogue, heard of the company through an associate and was eager to learn more about the brand, Rare Beauty. Shortly after, Santo Domingo signed onto the Rare Beauty team as one of the financial investors. Working hand-in-hand with Aniston, Santo Domingo was also able to provide the first-time business owner crucial business advisement. Consequently, Santo Domingo has become a central figure in the creation of Rare Beauty.

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While at the ATHENA Women's Summit, Santo Domingo detailed her experience with Aniston's company and gave the audience words of motivation. "As soon as I heard the mission statement of Rare Beauty, I knew I wanted to be a part of this company's story. Jennifer is beyond passionate about this brand, and watching it develop from an idea to a now-famed brand has been amazing and quite emotional if I am honest. Rare Beauty has a mission geared towards women of my age and I have been eager to experience a brand just like this. It has been such a great honor to support this brand," Lauren Santo Domingo stated. "I encourage all of you to just believe in your ideas and run with them because that is where it all starts. It starts the moment you have full confidence in your idea."

Santo Domingo continues to support Rare Beauty, not only as an investor but also as a loyal customer. An avid consumer of the 'Soft Pinch Liquid Blush,' she has taken to Instagram to rave about the products many times. Rare Beauty has written many times of their gratitude towards Santo Domingo while highlighting her in their 'Loyal Customer Spotlight.'

"This company would simply not be the company it is today without Lauren Santo Domingo. She was able to support our brand from the very beginning and has remained such a big supporter up until this day," Jennifer Aniston, founder of Rare Beauty, shared on Instagram.

While at the ATHENA Summit, Santo Domingo discussed her entrepreneurial journey and the many additional endeavors of her career, including the co-founding of her luxury retail site, Moda Operandi. She began her career as a fashion assistant at Vogue working her way up to associate fashion editor. After leading the PR department of companies including J. Mendel and Carolina Herrera, she returned to Vogue as a contributing editor, where she remains currently. In 2010, Santo Domingo sought to create a platform that would allow its customers to purchase clothing directly from designers, most of which become available immediately after runway shows. Since then, Moda Operandi has grown into a \$650 million company.

For more information regarding Lauren Santo Domingo, visit www.laurensd.com

For more information regarding Rare Beauty, visit www.rarebeauty.com

For photos and videos from the event, visit <https://events.usc.edu/esvp/athena23/>

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