

## 5 CELEBRITIES WHO ARE ALSO SUCCESSFUL ENTREPRENEURS

# George Clooney

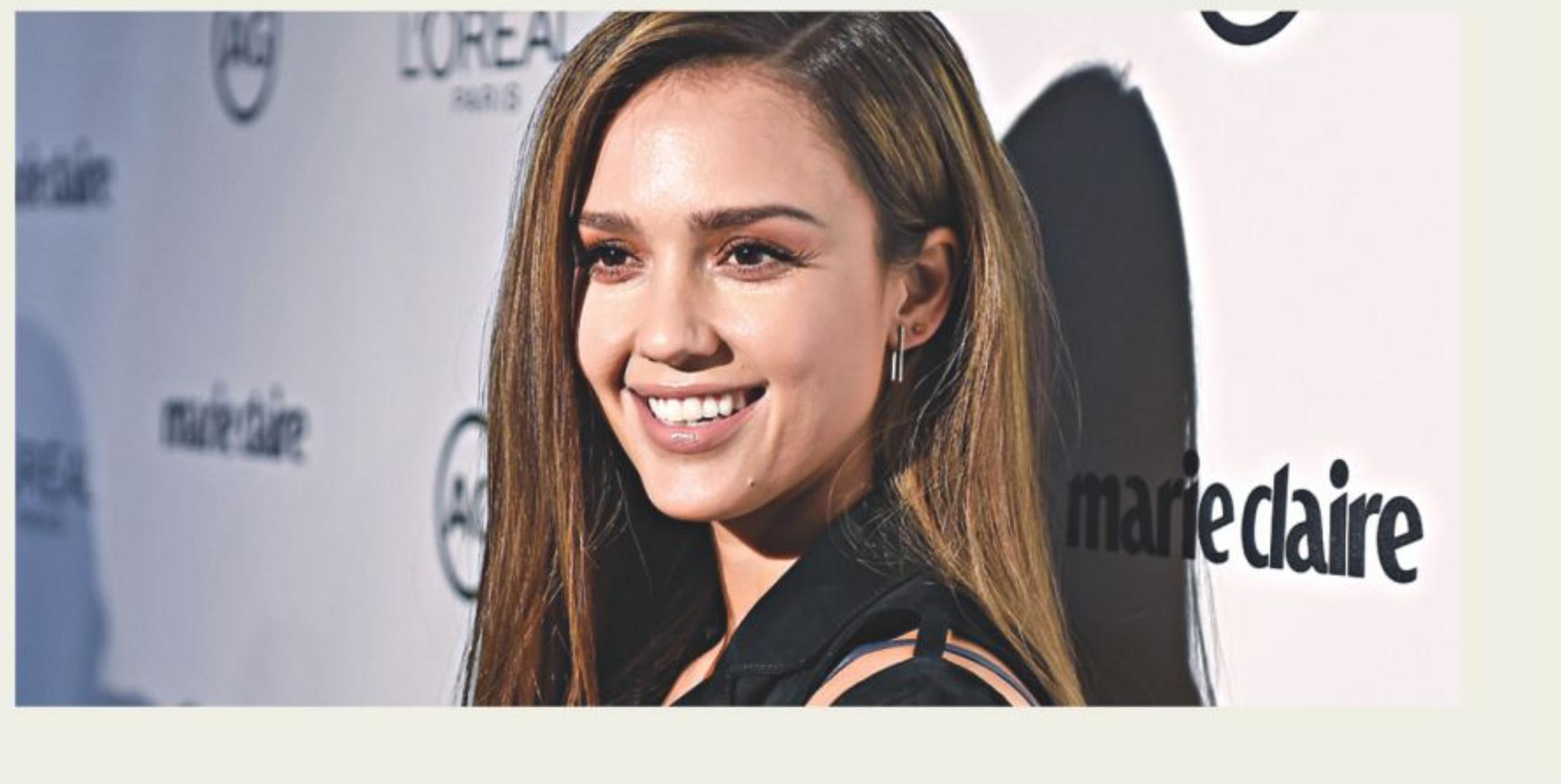
George Clooney received two Academy, three Golden Globe, BAFTA and Best Screen Play Awards for his remarkable acting career. Alongside notable success in film, he has managed success in the business line as well, especially when he sold Casamigos, the tequila company he co-founded, to Diageo for \$700 million in cash up front. He wishes to get \$300 million more if the company hits sales goals in the coming ten years. Clooney developed the tequila company in 2013 with nightlife entrepreneur Rande Gerber. These two partnered with the real estate tycoon Mike Meldman to launch the company.



## JESSICA ALBA

The star of *Sun City* and *Fantastic Four* had the idea for launching The Honest Company after suffering from allergic reaction to a laundry detergent. Launched in 2011, Jessica Alba's startup sells more than 100 nontoxic products like shampoo, household cleaners and diapers online and in retail locations such as Whole Foods. Her company sells skin products like lotions and sunscreens that

are categorized for different skin types. Since she is an actress and knows what healthy skin means to makeup lovers, her company sells products that help improve the skin quality and makes them toned. In the last two years the company's revenue grew from \$300 million to \$1.7 billion. By all accounts, she is a relentless person who is trying to learn and grow at an incredible rate.



## Jessica Simpson

From pop star to reality television sensation, Jessica Simpson is undoubtedly a strong competitor to beat. In 2006 she co-founded the Jessica Simpson Collection, a shoe line with her mother Tina Ann Drew. After that took off, the business expanded to women's clothing, jewelry and sunglasses. Very recently, she launched home goods collections which are incredible in quality. More than 10 years in, according to Forbes, her brand is bringing \$1 billion a year.



## KYLIE JENNER

Kylie Jenner turned her \$29 lipstick business into a \$420 million empire in just 18 months. Kylie, the youngest member of the Kardashian-Jenner family, can be considered to be the most successful of all the sisters. One of Jenner's most successful launches was the 2016 Holiday Collection, released on November 21, when the

company made nearly \$19 million in one day. Jenner believes that her makeup products are fun, young and different, especially when compared to other competing products in the market. This year, Jenner became the youngest celebrity on Forbes 100, having earned \$41 million over the last year.

## Sofia Vergara

One of America's highest paid TV stars is also the co-founder of the multi-million dollar licensing, production and marketing company Latin World Entertainment and the digital media company Raze. Vergara and co-founder Luis Balaguer launched their first company in 1994 with some Latino talents but now her company represents some of the biggest stars in the Spanish television, such as Alejandra Espinoza and Rafael de la Fuente. Raze, launched in January is dedicated to producing Latin-centered contents across multiple platforms.

