



MARILYN MONROE

# THE BRAND

## D VISION

Aim to preserve and grow Marilyn's legacy through innovative, authentic partnerships which continue to inspire and empower.

## BRAND VALUES

EMPOWERMENT

AUTHENTICITY

CONFIDENCE

BEAUTY

TIMELESSNESS



THE ORIGINAL  
INFLUENCER

# DRIVING CULTURE

Marilyn Monroe's legacy continues to impact and inspire. With continuous references to Marilyn throughout popular culture, it is evident she is more relevant today than ever before.

## SOCIAL REACH

TOTAL SOCIAL FOLLOWING  
**15.9M+**

  
**1.9M+**  
FOLLOWERS

  
**13.2M+**  
FOLLOWERS

  
**254K+**  
FOLLOWERS

  
**98K+**  
FOLLOWERS

  
**403K+**  
FOLLOWERS

### TOP AFFINITIES

BRAND	CELEBRITY	MEDIA	AUDIENCE INTEREST
CHANEL	KATY PERRY	ABC	MUSIC
MAVEL	BIANKA	FOX	POP
NIKE	JUSTIN TIMBERLAKE	The New York Times	TEEN POP
VICTORIA'S SECRET	TAYLOR SWIFT	VOGUE	FILM/TV
APPLE MUSIC	LADY GAGA	Warner Bros.	FASHION

AVERAGE NUMBER OF ORIGINAL CONTENT POSTED A YEAR

**1,684**

Across platform and trending topic 9/21/21 - 9/12/22

AVERAGE NUMBER OF ANNUAL VIDEO VIEWS PER YEAR

**21M**

Across platform and trending topic 9/21/21 - 9/12/22

### GENDER BREAKDOWN



### PR & EARNED MEDIA

UVM **105.51B**

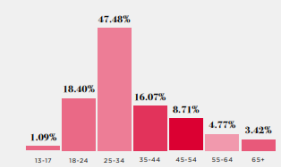
Ave **\$975.90M**

### OVERVIEW

 TOP COUNTRY  
**USA**

 TOP AUDIENCE  
**Women, 25-34**

### AGE BREAKDOWN





## PRODUCTS:

- ❖ HAIR TOOLS
- ❖ LED VANITY MIRRORS
- ❖ ELECTRONIC HAIR REMOVAL
- ❖ ELECTRONIC FACIAL TOOLS (MASSAGERS, BRUSHES, STEAMERS, AND STIMULATORS)
- ❖ ELECTRONIC FOOT FILES
- ❖ BATHROOM SCALES

## RETAILERS: UNITE STATES AND CANADA

- ❖ MASS
- ❖ DEPARTMENT STORES
- ❖ OFF-PRICE (GABE'S)
- ❖ SPORTING GOODS
- ❖ CLUB
- ❖ MILITARY EXCHANGE
- ❖ FOOTWEAR STORES
- ❖ E-COMMERCE
- ❖ HSN & QVC



# AREAS OF *focus*



## MERCHANDISE & COLLABS

A tiered approach to offer an array of leading brand product collaborations from iconic and culturally relevant brands paired with core merch licensing programs that ensure broad reach and wide distribution.



## EVENT & ACTIVATIONS

Securing a place for Marilyn Monroe in the cultural conversation by integrating into high-profile moments such as the Met Gala and creating standalone activations & events branded to celebrate Marilyn such as a birthday celebration pool party in Las Vegas and lighting of the Empire State Building and other global landmarks.



## CONTENT & MEDIA

Robust slate of custom multi-platform content inclusive of the primetime television special as well as digital campaigns, platform exclusives, and the support of media partnerships across traditional channels.



## NIL CAMPAIGNS











Best-in-class partnerships with category leaders for elevated campaigns across Fashion, Tech, F&B, Finance, and more, connecting Marilyn's story to new audiences.



## ARTS & CULTURE

Partnership programs with leading cultural institutions & events that will not only celebrate Marilyn's legacy and influence on art, music, and popular culture, but open up the conversation for this generation of artists.

# TENTPOLE MOMENTS & KEY PROGRAMMING

	Q1 2026	Q2 2026	Q3 2026	Q4 2026
MARILYN MOMENTS	<ul style="list-style-type: none"> <li>USO Tour Korea Anniversary</li> <li>75<sup>th</sup> Anniversary of Some Like It Hot Oscar Wins</li> </ul> 	<b>ANNIVERSARIES:</b> <ul style="list-style-type: none"> <li>Marilyn's debut LIFE cover</li> <li>River of No Return release</li> <li>Marilyn's "Happy Birthday Mr. President" performance</li> <li>Marilyn's 100<sup>th</sup> Birthday (June 1)</li> <li>Premiere of The Prince and the Showgirl at Radio City Music Hall</li> </ul>	<b>ANNIVERSARIES:</b> <ul style="list-style-type: none"> <li>Bus Stop release</li> <li>Gentlemen Prefer Blondes release</li> <li>Marilyn as Grand Marshal of 1952 Miss America Parade</li> <li>Filming white dress moment in The Seven Year Itch NYC</li> </ul>	<b>ANNIVERSARIES:</b> <ul style="list-style-type: none"> <li>Founding of Marilyn Monroe Productions</li> </ul> 
POP CULTURE	<ul style="list-style-type: none"> <li>Golden Globes &amp; Oscars</li> <li>Valentine's Day</li> <li>NYFW</li> <li>International Women's Day (March 8)</li> <li>Women's History Month</li> <li>Equal Pay Day</li> </ul>		<ul style="list-style-type: none"> <li>Fourth of July</li> <li>American Business Women's Day (Sept 22)</li> <li>NYFW</li> </ul> 	<ul style="list-style-type: none"> <li>Women's Entrepreneurship Day (Nov 19)</li> <li>Halloween</li> <li><b>Art Basel</b></li> </ul>
MM 100 MERCH & COLLAB PARTNERSHIPS	<ul style="list-style-type: none"> <li>Spring Apparel/Accessories Drop</li> <li>Beauty Partnership Launch</li> <li>Release of ACC Marilyn Book</li> </ul> 	<ul style="list-style-type: none"> <li>Summer Apparel/Accessories Drop</li> <li>Iconic Collectible Collab Launch</li> </ul>	<ul style="list-style-type: none"> <li>Autumn Apparel/Accessories Drop</li> </ul> 	<ul style="list-style-type: none"> <li>Resort Apparel/Accessories Drop</li> <li>Giftables and Seasonal Launches</li> </ul> 
MM 100 CONTENT, EVENTS & MARKETING	<ul style="list-style-type: none"> <li>Launch of MM 100 marilynmonroe.com microsite</li> <li>Marilyn Awards Show Lounge &amp; After Party</li> </ul> 	<ul style="list-style-type: none"> <li>"Marilyn" Ballet</li> <li>MM 100 Vegas Pool Party</li> <li>Happy Birthday Marilyn! Television Special</li> <li>Lighting at <b>EMPIRE STATE BUILDING</b></li> </ul>		<ul style="list-style-type: none"> <li>MM Gift Guides</li> </ul> 



# MARKETING *support*

## DIGITAL & SOCIAL AMPLIFICATION

The banner 100<sup>th</sup> year will be celebrated with a first-of-its kind Instagram partnership for the Marilyn Monroe brand. Marilyn Monroe, the 'original influencer' will partner directly with Instagram to nominate 100 of today's most-followed influencers on the platform to rollout a year-long content campaign inspired by Marilyn.

### CAMPAIGN TO INCLUDE:

- Cross promotion from the @instagram and @creators handles.
- Collaboration posts between influencer handles and @marilynmonroe.
- Earned media targeting entertainment trades and marketing trade outlets.
- Paid media amplification funded by Meta that MM 100 partners can opt into.



## PAID SOCIAL

### TIMEFRAME:

January 2026 - December 2026 (with added boost during June 2026)

### STRATEGY:

- Leverage paid social to increase brand visibility and support key Marilyn Monroe 100<sup>th</sup> year partnerships in global markets.
- Amplify key product launches and campaigns with an always-on approach.
- Utilize varied AI advantage+ tactics, 1st & 3rd party targeting audiences, ad formats, and creative exchanges to effectively engage and prospect new and in-market audiences.

### KPIs:

Drive awareness, traffic, engagement, and customer acquisition.



## INFLUENCER SUPPORT

Each MM 100 tentpole will be amplified by macro creator campaigns across relevant categories including lifestyle, beauty, and fashion categories to build awareness of the birthday year, sustaining momentum throughout each quarter. Celebrity friendlies will be engaged for top partner launches and endorsement support, and sales-driving micro influencers will support merch drops and be incorporated into seedings.

- Tier 1: Celebrities and macro creators to post the collection to drive traffic and awareness. Content to be repurposed for the Marilyn Monroe owned channels and website.



- Engage mid-tier & micro-influencers through monthly seeding programs to sustain buzz throughout the 100<sup>th</sup> year and drive sales to key merch partners.



## MEDIA PARTNERSHIPS

Create a year-long roadmap with select top-tier, female-led media partners to drive the 100<sup>th</sup> year messaging and amplify key brand partnerships. Merge paid media and immersive OOH placements with earned media milestones, such as securing a cover story on Marilyn's legacy in a monthly book and executing a panel on the business of Marilyn at an event such as AdWeek's BrandWeek.

- **Paid Media:** Leverage editorial authorities to drive empowerment connection. One-stop shop for cross-platform exposure via content, email, creators, social amplification, high impact media, & experiential.
- **Audio:** Utilize podcasts to reach culturally relevant and highly engaged audiences at scale. Inclusive of custom talent audio integrations and social amplification.
- **OOH:** Strategically-placed, high-impact out-of-home in key markets with eye-catching creative honoring Marilyn's legacy.





To commemorate Marilyn Monroe's 100<sup>TH</sup>, a year-long anthology will unfold featuring captivating stories, unique collaborations, immersive experiences, and exclusive content that build towards the ultimate celebration of the world's most cherished icon. The pinnacle of this momentous year will be **MARILYN MONROE'S 100<sup>TH</sup> POOL PARTY**, hosted at a premier day club in Las Vegas where guests will enjoy a premium hospitality experience to celebrate the enduring legacy of a global icon. This unforgettable event offers partners a unique opportunity to immerse themselves in the celebration, with dynamic brand integrations, buzzworthy photo moments, influencer gifting, and exclusive activations that capture the essence of Monroe's timeless allure while creating lasting connections with a global audience.

**WHEN:** June 2026 • Marilyn's 100<sup>TH</sup> Birthday

**WHERE:** Las Vegas



## THE EXPERIENCE

Attendees will immerse themselves in a multi-faceted celebration of an icon highlighting the life and legacy of Marilyn.



**PREMIUM HOSPITALITY**



**CUSTOM COCKTAIL OFFERINGS**



**BRAND ACTIVATIONS**



**PRODUCT INTEGRATIONS**



**PHOTO MOMENTS**



**MARILYN'S BIRTHDAY CAKE**



**PERFORMANCES & VIP HOST**

## MARKETING & PROMOTION

Tapping into Authentic's tried-and-true marketing expertise to execute a 360° campaign to build awareness and expand reach by leveraging Marilyn's owned channels and relevant media touchpoints.

### PRE-EVENT

Press release and key artwork featuring sponsors, and event details distributed to top global media publications and across social media.

### EVENT AMPLIFICATION

Marketing and promotion blitz across all digital and social channels, advertising and OOH, local digital media buys, and opportunities for partners to leverage assets in all media touchpoints.

### POST-EVENT PRESS

Post event media alerts featuring sponsor activations, VIP attendees, event insights and content to mainstream and culturally relevant media publications and social coverage.



# HAPPY BIRTHDAY *Marilyn!*

THE INFLUENCE OF MARILYN MONROE IS TIMELESS & UNIVERSAL

**ON JUNE 1, 2026, MARILYN WILL BE TURNING 100 YEARS OLD AND THIS MONUMENTAL MOMENT DESERVES AN UNFORGETTABLE CELEBRATION.**

Happy Birthday Marilyn! will be a star-studded 2-hour special featuring intimate and larger than life music performances, testimonials from celebrities and notables who have a personal connection to Marilyn, and packages highlighting and celebrating Marilyn's life and her indelible impact on acting, music, fashion, and culture.



Taped mainly on the 20th Century Fox backlot, this "Hooray for Hollywood" special will be primarily driven by music performances from some of the biggest contemporary stars in the world: artists inspired by Marilyn, performing unique versions of her classic songs, and original works inspired by her.

## HOSTS AND PARTICIPANTS COULD INCLUDE...



SABRINA CARPENTER



SYDNEY SWEENEY



KIM KARDASHIAN



DITA VON TEESE



ISSA RAE



LANA DEL RAY



DOECHII



ARIANA GRANDE



CHAPPELL ROAN



LADY GAGA



RAYE



REESE WITHERSPOON



CYNTHIA ERIVO



ZENDAYA

# MARILYNMONROE.COM

Launching at the end of 2025, marilynmonroe.com will become the home of all MM 100 storytelling, news, and partnerships. The site will offer tune-in & ticketing information and can be shoppable- by linking out to retail partners or DTC for partners with dropship capabilities.

VIDEO, PHOTOGRAPHY, & STORYTELLING


SHOPPABLE PRODUCT INTEGRATIONS

PARTNERSHIPS & CAMPAIGNS

TICKETING & CURRENT ACTIVATIONS

NEW CONTENT & TUNE-IN INFO

CELEBRATING MARILYN MONROE'S 100TH BIRTHDAY



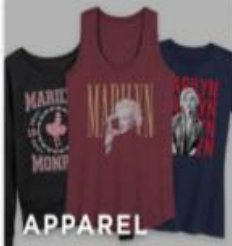
ABOUT

SHOP


SOCIAL

EVENTS


SHOP MARILYN MONROE



APPAREL



JEWELRY



HOME

COLLABORATIONS


TIFFANY & CO.

GUCCI

CHANEL

SHISEIDO

EVENTS & EXPERIENCES




APRIL 2025

OREGON BALLET THEATRE

Portland, OR • Newmark Theatre

GET TICKETS



MON • JUNE 01, 2026

MARILYN MONROE 100TH BIRTHDAY POOL PARTY

Las Vegas, NV • Encore VE



GET TICKETS

HAPPY BIRTHDAY, MARILYN!

FRIDAY, JUNE 5 ON NBC

TUNE IN

100

9



**Item : MM8420**

### FEATURES:

- Three 1" tourmaline ceramic barrels
- Heats up to 400°F for long last curls
- Create medium beach "S" waves in minutes
- Foldaway safety stand helps protect countertops when tool is hot
- 360° swivel cord for a tangle free experience
- cool tip for easy handling



**Item : MM8700**

### FEATURES:

- Iconic technology helps. Leave hair looking conditioned & smooth while reducing frizz & static
- 3 Heat settings & cool shot feature provide a variety of drying options
- Dries, styles, and volumizes your hair in one easy step
- Round brush to create a smooth & shiny blowout
- 360° swivel cord for a tangle-free experience
- For all hair types



**Item : MM8117**

### FEATURES:

- Space-saving 3-in-1 design
- Great for travel and on-the-go
- All-in-one styling tool creates waves and curls
- Create every look with just one tool
- Easy to use tool allows you to create beautiful curls, waves & straight hair effortlessly
- 400°F highest heat settings for long-lasting curls or smooth straight hair eliminates frizz
- 6ft & 360° swivel cord for a tangle-free styling experience

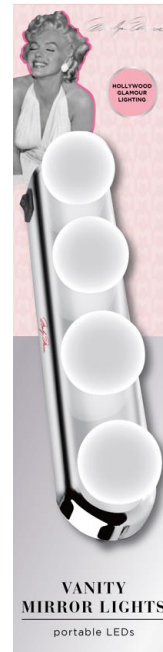




**Item : MM1405**

### FEATURES:

- Two color modes to easily switch from white light
- To warm light for precise makeup application
- Storage tray for small accessories and cosmetics
- Ultra-bright LED illumination for Hollywood glamour in the comfort of your home
- 360° degree tilt rotation
- Requires 4 AA batteries (not included)



**Item : MM1410**

### FEATURES:

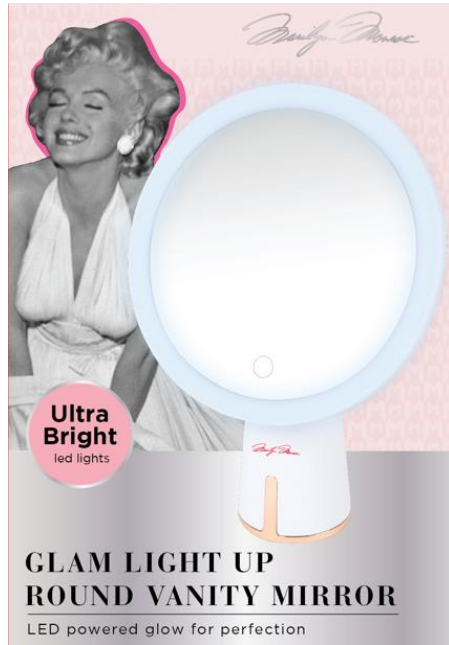
- Natural soft lights for precise make up application
- Portable & cordless
- Installs in seconds with sturdy suction cups that stick to any mirror
- Ultra-bright LED illumination for hollywood glamour in the comfort of your home
- Energy saving led bulbs stay cool and last up to 50,000 hours
- Requires 4 AA batteries ( not included)



**Item : MM2620**

### FEATURES:

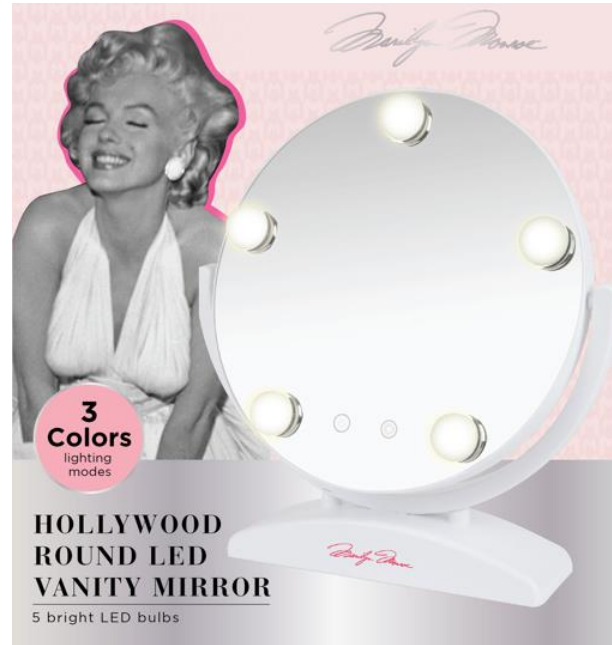
- 3 light modes- white, daylight & warm lighting for the perfect glow every time
- Built-in Bluetooth speaker; connect your phone or device to stream your favorite music while your get ready
- Sleek, sturdy metal frame for long-lasting quality & style
- 12 high-power ultra bright energy-efficient LED's for superior illumination
- Touch sensor switch to effortlessly adjust light intensity by pressing & holding the on the button for a custom glow



**Item : MM1719**

**FEATURES:**

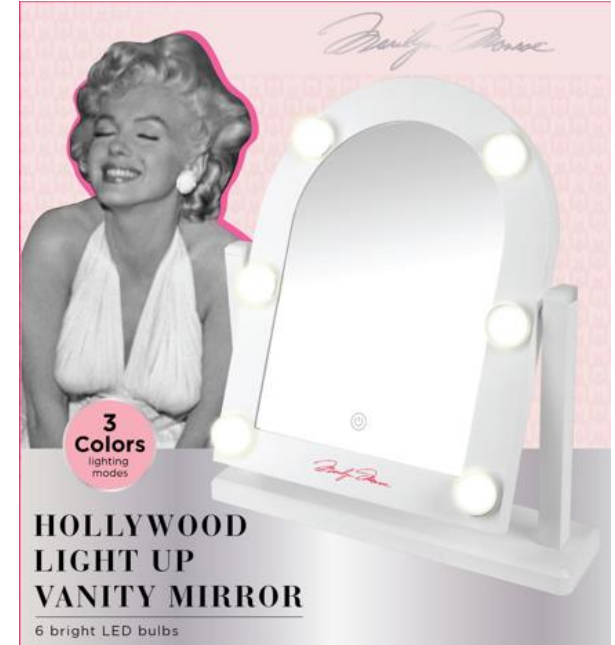
- White LED light color, dimmable for the perfect glow
- Controlled by touch sensor for easy operation
- Ultra-bright LED illumination for a clear, vibrant reflection
- Powered by 4 AAA batteries (not included)



**Item : MM1819**

**FEATURES:**

- 3 colors lighting modes
- The 360° degree rotating design allows you to easily find the right angle
- Touch sensor control with sturdy base
- Adjustable brightness control
- 5 bright LED bulbs
- Operates on 4 AA batteries (not included)



**Item : MM1919**

**FEATURES:**

- 6 super bright LED lights
- White LED light color, dimmable for the perfect glow
- Ultra-bright LED illumination for a clear, vibrant reflection
- Full 360° swivel-tilting design for easy viewing at any angle
- Controlled by touch sensor for easy operations
- Powered by 4AA batteries (not included)



**Item : MM014**

**FEATURES:**

- Precisely shape, trim and shave sensitive bikini areas
- Angled trimmer and foil heads help avoid irritation
- Guide comb to achieve your desired length
- Powered by 1 AA battery ( not included)



**Item : MM027**

**FEATURES:**

- Gently removes facial hair instantly and painlessly from lip, cheeks and chin
- Portable and compact for easy storage and travel friendly
- Built-in light for complete control
- Perfect for every day use
- Suitable for all skin types
- Operated on 1 AA battery ( not included)



**Item :MM046**

**FEATURES:**

- Efficiently removes excess peach fuzz for brighter & younger-looking complexion
- Helps softer & smooth fine lines, visible pores & dark spots
- Achieves radiant & luminous skin for smooth makeup application
- Gentle vibration for deep exfoliation
- Built-in light for complete control
- Convenient standing base, 6 replacement heads & safety cap included





**Item : MM028**

### FEATURES:

- Lipstick –style facial hair remover
- Gently removes facial hair instantly & painless from lip, cheeks & chin
- On/Off switch for easy control
- Waterproof (IPX4 rated)
- Double-ring floating blade for smooth, close trimming
- Built-in light for complete control
- Compact & travel friendly
- Suitable for all skin types
- Operates on 1 AA battery ( not included)



**Item : MM048**

### FEATURES:

- Gently removes facial hair from lip, cheeks, & chin
- Compact & travel –friendly design
- Built-in light for precision trimming
- Lithium rechargeable battery long run time
- Includes 2 comb guides & cleaning brush



**Item : MM021**

### FEATURES:

- Ultra bright LED lights
- Rechargeable & long lasting
- 2 adjustable speeds
- Water resistant



**Item : MM108**

### FEATURES:

- Precisely removes unwanted hair quickly and efficiently for smooth, flawless skin
- The precision devise effectively removes from the root for log-lasting smoothness and flawless skin
- Convenient, cordless operation for flexibility and use anywhere
- High quality stainless steel blade ensures sharpness and durability for precise hair removal with minimal irritation
- Powered by 2 AAA batteries (not included)



**Item : MM109**

### FEATURES:

- Gently sculpts your face
- Tightens
- Lifts the skin
- 3 light intensity



**Item : MM107**

### FEATURES:

- Leaves skin feeling soft to the touch
- Fits in the palm of your hand
- Closely removes unwanted hair
- Can be used as full body shaver, legs, underarms, bikini line, & facial
- Shaving is made painless & easy
- Suitable for all skin types
- Ergonomic design allows for comfortable grip & control
- Easy on/off button
- Operates on 2 AAA batteries ( not included)

