

**BRAND
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Read famous tips from Helen Gurley Brown, the original Cosmo girl, on page 140.

our necks. Her clothes were probably all the creation of some famous designer, and mine were 100 percent polyester (I didn't dare go near an open flame in them), but nonetheless, it seemed amazing to me that we were twins of a sort. And how prophetic that turned out to be. Within years later I found myself sitting in that same office as editor-in-chief of Cosmo. I couldn't help but flash back to that wonderful moment.

Helen died on August 13, almost 14 years to the day since I started at the magazine. I felt so sad the moment I heard. It's been fantastic to run Cosmo and to follow in her footsteps, and part of the reason Cosmo has continued to thrive is that I chose to channel Helen every day. She created a brand that is so crystal clear and based totally on women's needs and desires, and she never went off track. That's the secret to success—whether you're running a company or developing your own personal brand as a brilliant, ambitious young woman (which I know you are). Determine what the world might need from you, define your mission, and run with it.

Kate White
Kate White, Editor-in-Chief



Love all the international Cosmo covers in the Times' article!

SHOP COSMO'S FASHION LINE!
Our new collection of sexy shoes, bags, and lingerie is available exclusively at JCPenney and jcp.com now (sneak a peek on page 82).

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JAMIE WINDUST
Author, editor, influencer,
LGBTQ+ trailblazer.

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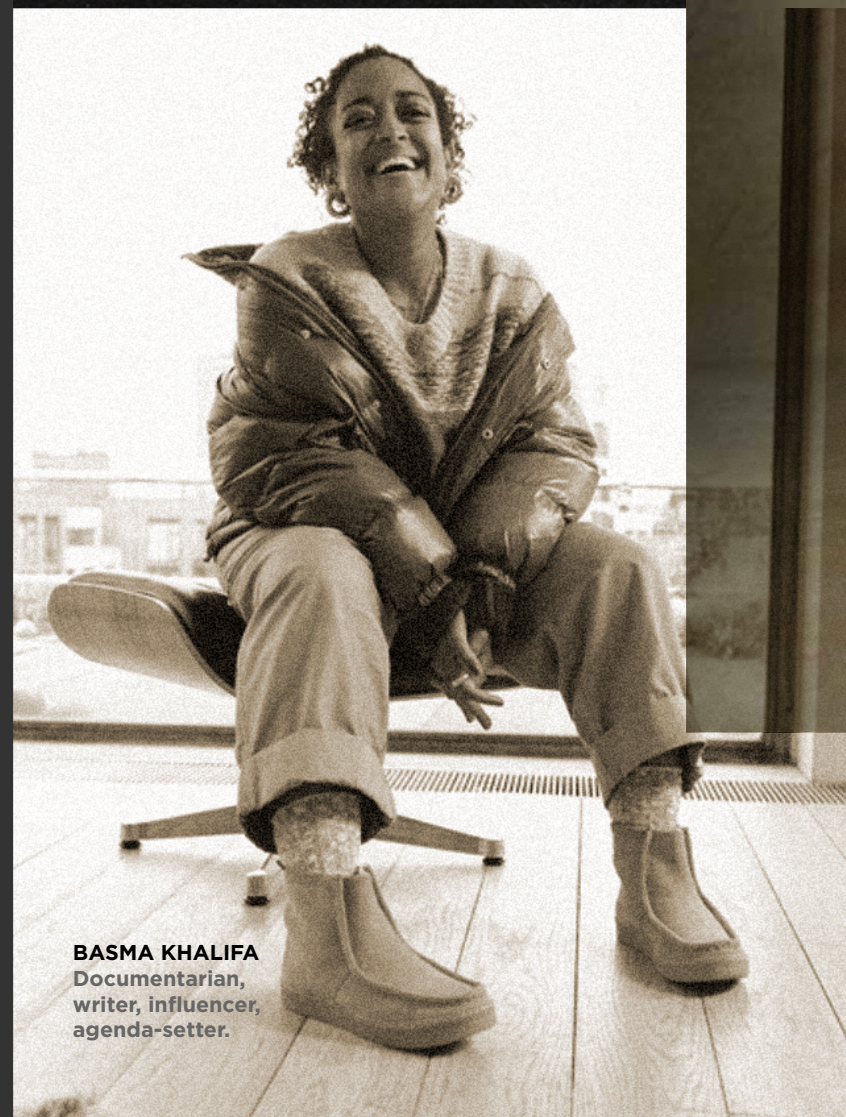
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JEANNIE JAY PARK
Model, student,
influencer, activist.

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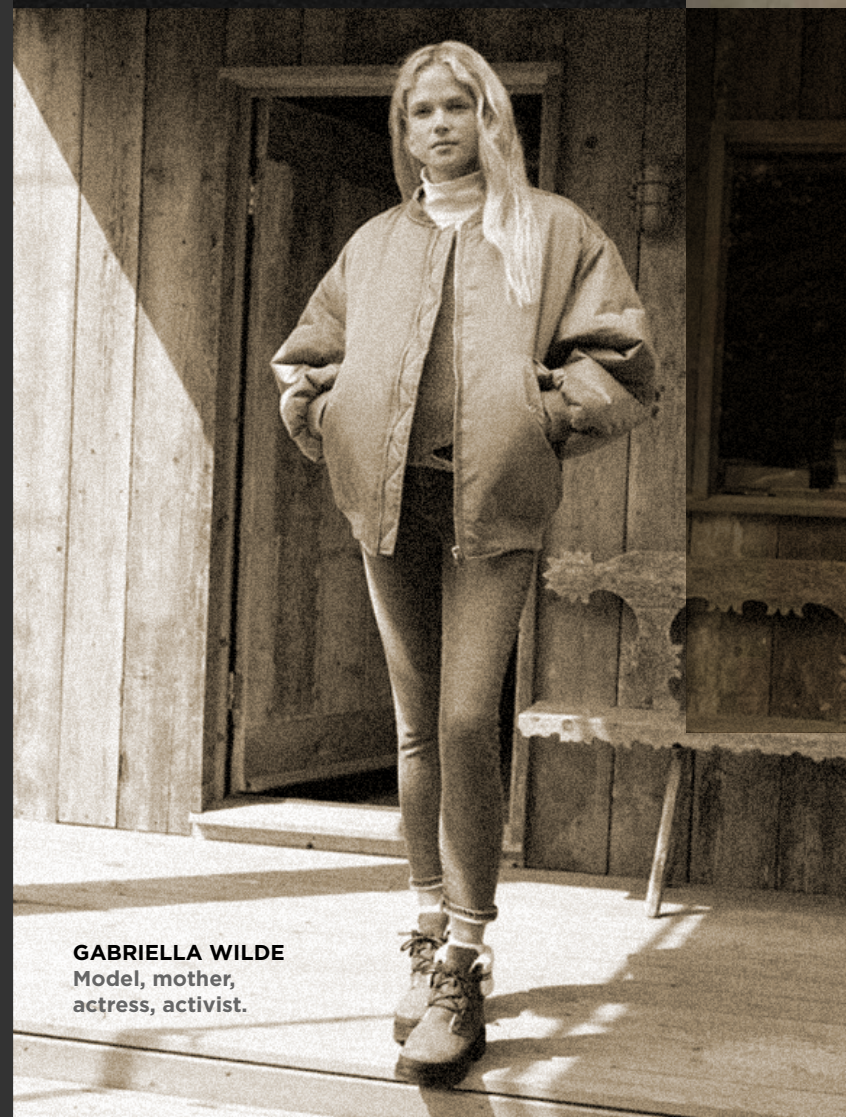
BASMA KHALIFA
Documentarian,
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Writer, editor,
founder, trailblazer.

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