

Bobbi Brown Appoints Sara Foster as New Global Ambassador

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Bobbi Brown Cosmetics has announced the appointment of **Sara Foster** as its new global ambassador. The announcement came on October 14, 2025.

In this move, the brand aims to bring fresh storytelling through a voice that resonates with ease, modernity, and authenticity.

The New Campaign: “Effortlessly Put-Together”

The launch of Foster’s ambassadorship coincides with the debut of a new Bobbi Brown campaign, titled “**Effortlessly Put-Together.**” The campaign spotlights key products including the *Long-Wear Cream Shadow Stick* and *Skin Corrector Stick*. The messaging leans into Foster’s “straightforward, no-fuss approach to beauty.”

In short: the campaign aims to feel personal, genuine, and modern.

Why Sara Foster Fits Bobbi Brown

According to Lahnne Strange, Senior VP & GM of Bobbi Brown Cosmetics, Foster represents what the brand values: ease, humor, authenticity. “She’s achieved so much, yet approaches it all with humor and self-awareness,” Strange said. That balance aligns well with Bobbi Brown’s vision of beauty as confident, modern, and never overcomplicated. The brand sees her as more than a model — she is a voice, a creator, someone audiences can relate to.

Scope of the Partnership

The partnership is global. It will run across **social media, digital platforms, and retail touchpoints**. Bobbi Brown intends to lean heavily on story content. The brand stresses “storytelling in Sara’s voice.” [FashionNetwork](#) It also signals that the content will not just be polished adverts — expect candid, behind-the-scenes materials.

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