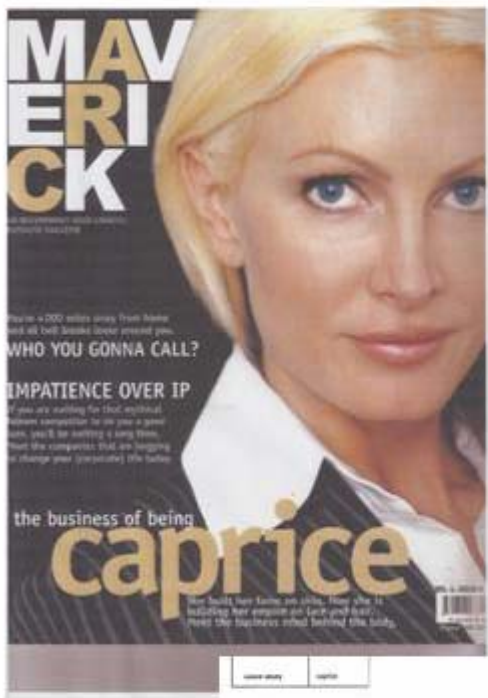


# MAVERICK



'I wanted to control the product I was endorsing.'

She may run a company, but she ain't your average business person. And she's most definitely not an MBA clone. Granted, any CEO might be afflicted by the weird half-British, half-American accent. A small minority of business leaders might even sport the Barbie-doll looks.

She's a 2002 million away from fame and all South Beach's finest are around you. WHO YOU GONNA CALL? IMPATIENCE OVER IP If you are willing to let yourself be a victim, you'll be getting a long time from the companies that are begging to change your perspective on life.

the business of being caprice



## THE BUSINESS OF BEING

# caprice

It would be easy to underestimate Caprice Bourret, the young, blonde, she looks good without a lot of clothes, as much of the world knows. But you underestimate at your peril a woman who runs, as sole owner, a business already turning over around \$1100-million, with margins you wouldn't believe.

BY MARY FISHER-FRENCH

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### UNLICENSED LINGERIE

Bourret's license agreement with Underwear... Bourret's license agreement with Underwear... Bourret's license agreement with Underwear...



"Girlfriend, people love glamour, I give it to them. It's demand and supply."

But certainly comes at a price... Bourret's license agreement with Underwear... Bourret's license agreement with Underwear...

PERSONAL DETAILS

Caprice Bourret... Bourret's license agreement with Underwear...

Caprice Bourret... Bourret's license agreement with Underwear...