

**BARTON PERREIRA PARTNERS WITH KELLEY BAKER BROWS  
TO KICK OFF THE WOMEN'S COALITION INITIATIVE**

**FOR IMMEDIATE RELEASE**

This February, [Barton Perreira](#) launches the **Women's Coalition Initiative**, an ongoing series of partnerships with women-led businesses across fashion, art, and culture. Throughout the initiative, Barton Perreira highlights creative female visionaries with a unique point of view, and together, they collaborate on limited-edition products that benefit non-profit organizations supporting women entrepreneurs. To kick off the series, Barton Perreira partners with world-renowned beauty brow stylist and social media entrepreneur [Kelley Baker](#).

After Barton Perreira co-founder and designer Patty Perreira and Kelley Baker first met in 2014 on Abbot Kinney in Venice Beach, the two creative forces became instant friends and vowed to work together on a project. Inspired by Patty's vintage archives and Kelley's beauty line, their Women's Coalition collaboration resulted in the "BROW BABE," a glamorous, oversized butterfly cat-eye sunglass frame in custom colorways. The universally flattering style features Kelley's signature pink heart at the temple, refined gold accents, and Barton Perreira's iconic craftsmanship and attention to detail. The BROW BABE retails for \$515.00 USD and includes a case lined in Kelley Baker pink.

"I have so much respect for Kelley and what she's built and how hard she works. We have a lot of mutual love and respect for each other," says Patty Perreira.

"Patty's attention to detail on our collaboration design was amazing, being able to put my signature pink heart on our sunglass along with gold accents felt right. We wanted the design to fit a variety of face shapes. We wanted to make sure that any person could enjoy and look fabulous in these," says Kelley Baker.

In addition to celebrating female camaraderie and artistry, the campaign will donate a percentage of sales from each "BROW BABE" sunglass sold online to [Women for Women International](#), a nonprofit organization that provides critical support to female survivors of war. Women for Women invests in females around the world to transform their lives through financial aid, counseling services, rights awareness education, health education, job skills training, and small business development. It is through this support and education that women can pass on their knowledge to their neighbors and children, creating a positive and impactful ripple effect for generations.

**ABOUT KELLEY BAKER**

Kelley Baker is a world-renowned brow expert and visionary with two decades of experience and a celebrity clientele that include Kim, Khloe, Kourtney Kardashian as well as Kylie and Kris Jenner, Rita Ora Bebe Rexha just to name a few. In the last two decades she has built not only a celebrity clientele but an immensely successful product line. Her engaging social media posts and presence provides tips and tutorials as to how to use and explains how brows frame the face. She saw the need to empower other artists across the globe to follow their dreams of owning their own business. The much sought-after brow maven has been teaching her always sold-out master classes for the last 10 years and continues to add new classes worldwide and enabling other salons to use and carry her exemplary products. She has been featured in such publications as VOGUE, INSTYLE, PEOPLESTYLE and has done numerous television appearances regarding her brand including Good Morning America.

## **ABOUT PATTY PERREIRA**

Patty Perreira is the co-founder and designer for luxury eyewear label, Barton Perreira, and has been designing eyewear for more than three decades. A self-taught designer, she honed her craft designing for the likes of Prada, Miu Miu, Jil Sander, and Oliver Peoples (where she was responsible for many of the brand's iconic styles). In 2007, Patty along with her business partner Bill Barton founded [Barton Perreira](#), an independent fashion eyewear brand based in Southern California. Since the inception of Barton Perreira, Patty has been committed to crafting eyewear using the highest quality materials in Japan, derived without harmful chemicals. "We use plant-based acetates, with cellulose obtained from wood and cotton, for an environmentally friendly resin. I aim to design timeless eyewear, intended to be worn season after season, ensuring a lifetime of use." Her designs have been featured in publications like Vogue, Elle, GQ, Allure, and WWD and seen on A-List celebrities such as Elizabeth Banks, Brad Pitt, Kevin Hart, Christ Pratt, Serena Williams, Chris Evans and more.

For more information regarding the *Barton Perreira x Kelley Baker Brow* - Women's Coalition Campaign, please email [mallory@BeverlyBondPR.com](mailto:mallory@BeverlyBondPR.com).

*BARTON PERREIRA x KELLEY BAKER "BROW BABE" ASSETS*

*[LINK TO PRODUCT SHOTS](#)*

*[LINK TO CREATIVE SHOTS](#)*

*Available on [www.bartonperreira.com](http://www.bartonperreira.com) on February 3<sup>rd</sup>, 2023*