

LORI KAPLAN

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EXECUTIVE SUMMARY

Trailblazing entrepreneur, brand visionary, and transformational leader with 25+ years at the helm of BraTenders NYC—a groundbreaking business revolutionizing wardrobe solutions for Broadway, film, and television. Celebrated for building an iconic, high-retention brand rooted in expert service, deep client trust, and personal empowerment. Equally accomplished as a writer, author, mentor, speaker, and program leader committed to lifting women up through confidence-building, leadership training, and personal growth. Known for delivering powerful, purpose-driven impact—both onstage and behind the scenes.

PROFESSIONAL EXPERIENCE

BraTenders NYC — *Founder & CEO*1999–2025

New York, NY

- Launched and scaled a first-of-its-kind intimate apparel consultation studio serving Broadway’s elite, plus major film and TV productions.
- Forged long-term partnerships with award-winning costume designers, wardrobe departments, and performers—becoming an indispensable backstage asset.
- Directed all facets of operations: business strategy, marketing, finance, inventory, team leadership, and client services.
- Delivered personalized wardrobe solutions to optimize performance, comfort, and confidence—earning loyalty from top-tier clientele.
- Steered the company through industry shifts, sustaining profitability and relevance through innovation and unshakable service standards.
- Cultivated and led a diverse, empowered team aligned around service excellence, creativity, and trust.

Key Achievements

- Chosen wardrobe supplier for Tony-winning Broadway hits, films, and international tours.
- Media features: The New York Times, New York Magazine, The Cut, Tim Gunn’s Guide to Style, and Your Best Self TV with Stephanie Simon.
- Built a brand synonymous with discretion, expertise, and transformation—maintaining a devoted A-list clientele.

Family of Women — *Program Leader, Personal Empowerment Initiatives*2006–2014

- Designed and delivered transformational programs for women focused on confidence, leadership, purpose, and voice.
- Led powerful workshops on emotional intelligence, boundaries, personal vision, and meaningful communication.
- Mentored dozens of women in uncovering inner strength and achieving personal and professional breakthroughs.
- Facilitated group learning environments that fostered self-trust, vulnerability, and sustainable empowerment.

PUBLICATIONS & WRITING

Erika’s First Bra — Author

A young adult book drawing on decades of experience helping women and girls navigate body confidence, identity, and the milestone of finding their first bra. Blends warmth, humor, and empowerment into an accessible, affirming story.

My Life Behind Bras: Tales from the Titty — Memoir (In Progress)

A candid, comedic mammoir chronicling 25+ years beneath-behind-the-scenes on Broadway as the legendary “Fairy Bra Mother.” Stories of intimacy, identity, and the surprising wisdom found in a fitting room.

EDUCATION & PROFESSIONAL DEVELOPMENT

Polytechnic University MS, Organizational Psychology — 1995

Marymount Manhattan College BA, Psychology — 1993

Landmark Worldwide Curriculum for Living Graduate — 2010–2012

School of Practical Philosophy Completed Multi-Year Studies

CORE COMPETENCIES

- Business Development & Brand Strategy
- Transformational Leadership & Mentorship
- High-Touch Client Experience
- Emotional Intelligence & Empowerment Coaching
- Operations & Team Management
- Writing & Storytelling
- Copyediting
- Social Media Content Creation & Marketing
- Public Speaking & Program Facilitation
- Creative Problem-Solving
- Training and Development
- Industry Partnerships

MEDIA & PRESS

The New York Times, New York Magazine, The Cut, Tim Gunn's Guide to Style, Your Best Self TV with Stephanie Simon

References available upon request