

HOME FURNISHINGS

## Boll & Branch's Missy Tannen: Luxury Woman to Watch 2020

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Missy Tannen

By STAFF REPORTS

*Luxury Daily* annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Missy Tannen, founder/head of design and development, **Boll & Branch**

*"As of this past fall, we've become the largest purchaser of fair trade organic cotton in the world, making a positive impact in the lives of our farmers, the planet and our customers"*

What do you most like about your job?

I love being able to take an idea and turning it into a reality.

Everyday, I get to create and develop new products with incredible people, both abroad and in our home office in Summit, NJ. And the best part of each product we make is that we create a positive ripple effect across the world.

What is the biggest challenge in your work?

We are a quickly growing business, so one of our biggest challenges is to continue growing, while maintaining the consistency and comfort level of a smaller team.

What is your work priority for 2020?

I oversee all of our products and design, so I'm already working on fall of 2020.

We are thrilled with new collections that we will be launching in the beginning of the new year.

We've taken our Signature Fabric and added more embroideries and trim details to reflect different styles that our customers have, all while maintaining our current, clean and timeless aesthetic.

What is your proudest achievement in luxury?

I'm proud that Boll & Branch has been able to prove that luxury, sustainability and ethical manufacturing can all coexist. And not only that, but they make an even more beautiful product when together.

As of this past fall, we've become the largest purchaser of fair trade organic cotton in the world, making a positive impact in the lives of our farmers, the planet and our customers (*source: Textile Exchange*).

How do you see luxury evolving in 2020?

I see luxury brands truly stepping up and setting the example of how businesses should behave in the 21st century.

Every product we make has both a human and environmental impact in the world.

At Boll & Branch, we are keenly aware of our impact, and choose to make it a positive one.

[Please click here to see the entire Luxury Women to Watch 2020 list](#)

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