

The Lash Community Sadly Says Goodbye to GladGirl Lash Legend, Esther Bolkin: The Foundation and Future of GladGirl

The Lash Community Sadly Says Goodbye to GladGirl Lash Legend, Esther Bolkin: The Foundation and Future of GladGirl

NORTHRIDGE, CA, USA, October 24, 2023 /EINPresswire.com/ -- We are saddened to announce the passing of our beloved [Co-Founder, Esther Bolkin](#). For more than 4 decades she blazed an innovative trail, creating a path for all Lash Lovers to travel. Her kindness, vision, skill, and loving spirit will be felt, remembered, and carried forward.



We Sadly Say Goodbye to GladGirl Lash Legend, Esther Bolkin

As we reconcile this tremendous loss, we are committed to honoring her legacy and will continue to hold true to the mission that she established and remained loyal to always; empowering and supporting the success of her clients, students, [GladGirl](#) customers, and of course the GladGirl

“

This is where GladGirl shines like a guiding light. We believe that when our customers thrive & achieve success, we will naturally flourish as well, fostering a beautiful cycle of growth & prosperity.”

Brian Greene

Team who have worked loyally beside Esther to carry out her vision for years. Her memory will live on through GladGirl as well as each and every lash applied by all those she taught and mentored along the way. To our entire GladGirl community, be well and Lash On Lovers – Esther would have wanted it just that way.

[The Foundation and Future of GladGirl](#), a message from Brian Greene, GladGirl Co-Founder & CEO:

Inspired by Esther's visionary focus within the eyelash extension industry, son-in-law Brian joined her journey,

formally partnering with Esther to found Glad Lash in 2009. Brian immediately set out to tap into the full potential of the business Esther had begun some 35 years prior.

To better support growth, fortify long-term sustainability, and accommodate a rapidly growing customer base, he launched a comprehensive online store with full e-commerce capabilities and an impressive catalog of new products as well as eyelash sizes and styles! Working largely behind the scenes, he mindfully developed the brand and company culture taking on the leadership role of CEO in 2011.



The Foundation and Future of GladGirl, Brian Greene, Co-Founder & CEO

Effectively anticipating and identifying industry trends, Brian continued to diversify product lines, expand company services, and innovate branding to satisfy customer enthusiasm and demand. In January 2016, this evolution was formally established as GladGirl. And, in 2018 GladGirl again expanded its vision and took form with the first of its physical stores.

As the brand moves ahead to greet the next era of service and beauty innovation, Brian continues to align with GladGirl's founding mission...

"This is where GladGirl shines like a guiding light. We firmly believe that when our customers thrive and achieve success, we will naturally flourish as well, fostering a beautiful cycle of growth and prosperity." - Brian Greene

GladGirl will continue to expand its physical presence in retail as well as its already diverse product offering online. We look forward to being an important partner with our GladGirl Community now and in the decades to come.

Jenna Humphrey
GladGirl
+1 888-688-9621

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[TikTok](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/662555190>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.