

## **MAXINE MORGAN TROWBRIDGE**

Just Max – British born and American by choice, Max is the Founder of PinkMemo.com an online fashion & lifestyle magazine. A dedicated fashionista at an early age—glossy periodicals such as British Vogue and Tatler Magazine proved to be an insatiable source of style-worthy scoop, as did fashion designers Vivienne Westwood, Katherine Hamnett, Thierry Mugler and Rifat Ozbek. After studying fashion design at the London College of Fashion, Max spent four years designing for an established British luxury fashion house—Mansfield, a collection coveted by Princess Diana.

Arriving in the USA over 15 years ago, Max began her journey and love for the Internet by capitalizing on the dot-com boom, and debuted a women's sportswear collection and online store in 2000. As the dot-com boom crashed, Max joined Ocean Drive Magazine, where she promoted the glossy publication through marketing and product licensing. From London, Palm Beach and Miami Beach, Max moved to Dallas with her husband Ben in 2003 and collaborated her passion for online marketing and fashion, and created PinkMemo.com.

As an avid art and fashion enthusiast, Max serves on the Board of Directors for the Dallas Contemporary and Fashion Group International of Dallas. With two Shelties—MacArthur and Morgan, and two cats Muffin and Mr. Big – pets rule the house.