



Michelle Wan (SFSU 2014)

Josie Cruz Natori

Fashion Designer & Entrepreneur

Josefina Almeda Cruz (b. 1947) was born in the Philippines and is better known as Josie Natori. She is a fashion designer and the founder and CEO of The Natori Company. Natori moved to the United States to attend college. She began work in the corporate world after graduation, and became the first woman Vice President in Corporate Finance at Merrill Lynch. Natori eventually ventured successfully into lingerie, women's fashion, home goods, and home furnishings. She was named by Yahoo as a "self-made immigrant millionaire."