

BIOGRAPHY

THE REAL “APRICOT BROWN”, DANA DRUCKER-SOLANO



A colorful identity combined with a predictably unpredictable persona and empowering mantra make up Apricot Brown, a concept and character stemming from the life and experiences of the debut author and creator, Dana Drucker-Solano.

Originally from New York City, Dana is a seasoned advertising and marketing executive with a love for life in all its diversity. In 2003, she was struck with a vision for Apricot Brown while working as the Advertising and Marketing Director for Girlshop.com (now Net-A-Porter.com). Frequent marketing research seminars kept Dana mindful of the ever-changing face of the youth market, and she realized that the role model she had longed for as a girl still didn't exist. Dana resolved to create that role model – one who all girls can relate to, no matter where they live or what they look like; a character who could introduce them to each other and celebrate the things that make them so different. But how? She found inspiration from her family, who contain multitudes, reflecting different shades of the same light— and she created Apricot Brown, the first character to use diversity as her superpower.

Dana's previous involvement with internet start-ups and traditional Fortune 500 companies such as Launch.com and AOL, coupled with her vivid imagination and captivating creativity, gave her the confidence and experience to turn Apricot Brown into a reality. In 2009, after the birth of her second child, she began writing and co-creating storyboards to introduce Apricot Brown via a hardback graphic novel with talented 3-D artist, Sky Hand.

Dana's plans include expanding the Apricot Brown I.D. graphic novel series and developing and publishing Apricot Brown's chapter book trilogy.