

# *Delta Sigma Theta Sorority, Incorporated*

*A Public Service Sorority Founded in 1913*

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## **Delta Sigma Theta Sorority Mourns Beloved Member and Fashion Pioneer, Eunice W. Johnson**

WASHINGTON—Delta Sigma Theta Sorority, Inc. mourns the loss of Eunice W. Johnson. Soror Johnson, internationally renowned fashion pioneer, died on Jan. 3 in her Chicago home. Soror Johnson was the producer and director of EBONY Fashion Fair, the world’s largest traveling fashion show. She was also the secretary-treasurer of Johnson Publishing Company, Inc., the world’s largest black-owned publishing company.

Soror Johnson was the wife of the late John H. Johnson, founder of Johnson Publishing Company. She is credited for naming EBONY, the world’s most popular black magazine. Since 1961, Soror Johnson has produced and directed the EBONY Fashion Fair, which has raised more than \$55 million for local and national organizations, including Delta Sigma Theta Sorority. Soror Johnson also helped to spearhead the launch of Fashion Fair Cosmetics in 1973.

“The members of Delta Sigma Theta are deeply saddened by the loss of our beloved soror, Eunice W. Johnson,” said Cynthia M. A. Butler-McIntyre, National President of Delta Sigma Theta Sorority. “Soror Johnson revolutionized the meaning of the phrase ‘black is beautiful.’ Through her work with EBONY Fashion Fair, Fashion Fair Cosmetics and Johnson Publishing Company, Soror Johnson dedicated her life to uplifting, inspiring and empowering black and brown women throughout the world. We join the world in mourning the loss of this revolutionary woman.”

Soror Johnson was a Golden Life member of Delta Sigma Theta Sorority. She was initiated into the organization in 1948 through Alpha Zeta Chapter at Talladega College in Talladega, Ala., where she received a bachelor’s degree in sociology with a minor in art. Soror Johnson earned her master’s degree in social work from Loyola University in Chicago. She also studied the Great Books at the University of Chicago, journalism at Northwestern University and interior decorating at the Ray-Vogue School of Design, now the Ray School of Design.

“Soror Johnson’s life and legacy will continue to inspire us, as black women, to embrace our inner beauty and allow it to reflect outward, for the world to see.”

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*Delta Sigma Theta Sorority, Inc. was founded in 1913 on the campus of Howard University to promote academic excellence; to provide scholarships; to provide support to the underserved; educate and stimulate participation in the establishment of positive public policy; and to highlight issues and provide solutions for problems in their communities. Today Delta Sigma Theta Sorority has over 250,000 members and more than 900 chapters worldwide. The Sorority uses its Five-Point Programmatic Thrust of economic development, educational development, international awareness and involvement, physical and mental health, and political awareness and involvement to create its national programs.*

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