Why JLo’s Star Won’t Stop Rising

Jennifer Lopez grew up dreaming big dreams, and unlike many who aspire to a career in music, TV or film, this sui generis creative force from the South Bronx proved she could in fact do it all. And she did it by staying true to herself. Adweek’s 2021 Brand Visionary has lived her life out loud and on her own terms, becoming one of the most recognizable women in the world.

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