

Martha.



Oprah.

Tyra.\*

Is she the  
next big female  
branded self?



**Tyra Sat Here** The dressing room for the star of "The Tyra Banks Show" in New York. She has tried to make her "brand" consistent: serious about the frivolous; empowering; and always aimed at young women across all races. Photograph by Lauren Greenfield/VII, for The New York Times.