



# The Helena Rubinstein Beauty

**Michele Fitoussi**



## **The Helena Rubinstein Beauty:**

*The Helena Rubinstein Beauty Book* Heather Bampfylde, Jennifer Mulherin, 1994      *The Helena Rubinstein Beauty Book* Dennise Choa, Helena Rubenstein, Inc, 1985      *The Helena Rubinstein Beauty Book*, 1994      *Helena Rubinstein* Michèle Fitoussi, 2025-01-07 Helena Rubinstein revolutionised the beauty industry Her mission was to teach women the importance of skincare and the empowering effect of looking your best Rubinstein s company was the first to use science in the development of cosmetics and with her unerring instinct for what customers wanted she built a beauty empire that spanned the world A legend in her own lifetime this is her amazing story      *Helena Rubinstein* Michele Fitoussi, 2019-09-03 Helena Rubinstein s remarkable life from the inception of her beauty empire to the legacy she left behind is celebrated in this comprehensive book that retraces her inspiring story Helena Rubinstein was the first to establish the link between beauty and science at a time when makeup was worn only by actresses and prostitutes Progressive and a feminist she made beauty accessible using cosmetics as a means of emancipation A daring pioneer she founded a world famous cosmetics empire with intelligence courage intuition and business acumen Her visionary marketing and publicity campaigns secured her brand s success and she left behind one hundred branches in forty countries and 30 000 employees Until the end of her life the world s richest woman remained faithful to her humble Polish Jewish roots and proud of her Yiddish accent This illustrated biography recounts Rubinstein s life and legacy the path to building her empire her extensive art collection her fascination with fashion and jewelry and her groundbreaking achievements in launching the modern beauty revolution      **Helena Rubinstein** Mason Klein, 2014 This book has been published in conjunction with the exhibition Helena Rubinstein Beauty is power organized by the Jewish Museum New York October 31 2014 March 22 2015      *Beauty Millionaire* Maxene Fabe, 1972 A biography of the Polish woman who built a multi million dollar business as one of the first mass producers of cosmetics      *Ugly Beauty* Ruth Brandon, 2011 Thanks to a combination of business savvy breathtaking chutzpah and lucky timing Helena Rubinstein managed to transform herself from a poor Polish emigrant to the world s first self made female tycoon She went from selling homemade Cr me Valaze out of her house in Australia to becoming an international cosmetics magnate Tiny and plump wearing extravagant jewels and spiked heels she was a fixture of upper crust New York for many years She was larger than life and never took no for an answer when she was refused from a New York City apartment on the grounds that she was Jewish she went ahead and bought the whole building and promptly moved in The story of Eug ne Schueller and L Or al begins in 1907 in a dingy working class part of Paris where a young Schueller sat at his family s kitchen table trying to develop the first harmless artificial hair dye The tale of how L Or al went from that point to the world s largest cosmetics company is fascinating and full of intrigue with a little of everything fascist assassins bitter unmaskings political scandals In 1988 although Schueller and Rubinstein had long since passed away their worlds collided when L Or al bought Rubinstein s company leading to a series of scandals that threw a new and sinister light on L Or al For starters Rubinstein

was Jewish but Schueller and many other top L'Oréal executives had been active Nazi collaborators. What came to light threatened the reputations of some of France's most powerful men up to and including its president. This is a powerful dramatic and largely untold story about the ugly truth behind a beauty empire. *Ugly Beauty* Ruth Brandon, 2011-02-01

The gripping story of Helena Rubinstein, Eugène Schueller and the dark side of the beauty business they helped to create. Helena Rubinstein and L'Oréal's Eugène Schueller both started out in the beauty business during the first years of the twentieth century and by the time World War II broke out had come to dominate it. However, their motivations could not have been more different. Rubinstein, a Polish Jew, claimed the world of paid work for women and working women's enthusiasm for her products made her the first self-made female millionaire. Schueller, a French conservative in the Henry Ford mold, thought women belonged in the home and during the Nazi Occupation he used his company as a source of cash to buy economic and political influence. Schueller eventually won the long fight for supremacy in 1988; his company swallowed Rubinstein's. But the victory cost him his reputation when, in the wake of the takeover, he was exposed as a Nazi collaborator. Deepening the scandal, his wartime activities were shown to have been abetted and condoned by a cadre of young men who, by the time the news broke, had scaled the peaks of wealth and power in postwar France. By then, Schueller and Rubinstein were both long dead. But cultural historian and biographer Ruth Brandon argues that the battle they began continues to this day. She examines their conflict to ask important contemporary questions about beauty standards and the often murky intersection of individual political aims and the role of business. Filled with remarkable twists, turns, and larger-than-life characters, *Ugly Beauty* is a riveting true story about what lies beneath the flawless exterior of the cosmetics industry. **Helena** Michele Fitoussi, 2012-04-01

The life of a legend well ahead of her time who brought skin care and cosmetics to Europe and America while building an empire from scratch and reinventing the modern idea of beauty. Long before SK-II, La Prairie, or the coveted Crème de la Mer, there was Helena Rubinstein. Your mother or grandmother probably used Helena Rubinstein creams or cosmetics once upon a time. But not that many people know about Helena's Australian connections. She was little known and has been virtually forgotten, but her extraordinary life spanned nearly a century; she died in 1965 at the age of ninety-three and three continents. She was banished by her family to Australia at age 24 for refusing to accept an arranged marriage and as a result became a pioneer who reinvented beauty for modern times. Napoleon Perdis says that he is inspired by Helena. She really was a Polish modern-day Scarlett O'Hara: this is the extraordinary story of the woman who created a cosmetic empire and gave it her name of an entrepreneur who started with nothing except a belief in the strength of women. The eldest of eight girls in a poor Jewish Orthodox family, Helena was born in Kraków, Poland, in 1872. When she was banished to Australia, her mother decided to slip a few pots of skin cream made by a chemist friend of the family into her daughter's suitcase. Barely two decades later, the cream her mother gave her had become the foundation of her fortune. Coleraine, in Victoria, where her uncle was a shopkeeper, might have been an awful place, but it did not lack for lanolin, the secret ingredient in

Helena's creams to disguise the sheep oil's pungent pong Helena experimented with lavender pine bark and water lilies At the forefront of women's rights movements Helena opened her first beauty institute in Collins Street Melbourne in 1902 the year that women obtained the right to vote in Australia Always ahead of her competitors Arden Factor Revlon Lauder she developed marketing and advertising techniques that revolved around skin care and makeup eventually opening beauty institutes in Australia London Paris and New York Using science to create cosmetics she taught women all over the world to do their makeup to take care of their skin their bodies and their well being Helena married Edward titus a Polish American journalist editor and brilliant publicist who helped her establish her empire with whom she had two sons She was madly in love he made her suffer miserably But he knew everything one needed to know about culture and art in Europe and America It was through Edward that she was introduced to Cocteau Colette D H Lawrence Man Ray Avant garde in all domains she developed an astounding art collection was a model for Dali Dufy Picasso and owned homes in Europe and the United States In 1938 she even became a princess marrying Georgian prince Artchill Gourielli soon after her divorce with Edward titus She sold her to business to Lehman Brothers in 1928 only to buy it back one year later in the midst of the Depression making a profit of 6 million she became one of the wealthiest and most talented businesswomen of her day Ugly Beauty Ruth Brandon, 2011-02-01 From acclaimed novelist and cultural historian Ruth Brandon comes a captivating dual biography of the legendary founders of the cosmetics industry Helena Rubinstein and Eugène Schueller creator of L'Oréal Brandon's gripping and sometimes disturbing story of gender power and politics stretches back from the darkest days of World War II to the emergence of the modern fashion and makeup industries with magazines such as Vogue and Cosmopolitan and game changing product lines such as Avon and Mary Kay Ugly Beauty resonates as well with its implications for modern culture as we enter an era when haute couture and cosmetology exert an ever more powerful influence upon society at large

**Beauty for You** Helena Rubinstein, 1930\* Notable American Women Barbara Sicherman, Carol Hurd Green, 1980 Modeled on the Dictionary of American Biography this set stands alone but is a good complement to that set which contained only 700 women of 15 000 entries The preparation of the first set of Notable American Women was supported by Radcliffe College It includes women from 1607 to those who died before the end of 1950 only 5 women included were born after 1900 Arranged throughout the volumes alphabetically entries are from 400 to 7 000 words and have bibliographies There is a good introductory essay and a classified list of entries in volume three **The New Yorker** Harold Wallace Ross, William Shawn, Katharine Sergeant Angell White, Tina Brown, Rea Irvin, 1928 **Catalog** Robin Cherry, 2008-09-04 Since 1872 when traveling salesman Aaron Montgomery Ward realized he could eliminate the middleman and sell goods directly to his customers Americans have had an ongoing love affair with the mail order catalog which continues undiminished even in today's online driven world The practical can find deals on furniture and clothing in L L Bean and Sears the extravagant can consider his and hers matching helicopters windmills hot air balloons and submarines in the Neiman Marcus Fantasy Catalog

those looking to get their pulses racing can browse Victoria's Secret and Abercrombie while our inner swashbuckler can travel the world through the pages of the J. Peterman Owner's Manual where Moroccan caftans, Russian Navy t-shirts and wooden water buckets from rural China entice the imagination. In *Catalog: The Illustrated History of Mail Order Shopping*, Robin Cherry traces the timeline of these snapshots from American history and discovers along the way how we dressed, decorated our houses, worked, played and got around. From corsets to bell bottoms, from baby doll dresses and Doc Martens all the way to iPods, the history of these catalogs is the history of our lives and our culture. GIs during World War II were kept company by the models in the pages of lingerie catalogs; hockey goalies fashioned makeshift shin guards out of them during the Great Depression; and creative children across the country still play with homemade paper dolls cut from clothing catalogs. A number of celebrities got their start modeling for catalogs: Gregory Peck, Lauren Bacall, Katherine Heigl, Matthew Fox and Angelina Jolie. Jimi Hendrix and Bob Dylan both got their first guitars from the Sears catalog. Organized into categories such as clothing, food, animals and houses, author Robin Cherry explores the vivid stories behind Sears, Montgomery Ward, Lillian Vernon, Harry David, Jackson Perkins and, of course, 45 years of the Neiman Marcus Christmas Book. Insightful historical commentary places these catalogs in their social context, making this book a visual pleasure and a historically important piece of Americana.

**The Woman's Journal**, 1929      The Delineator R. S. O'Loughlin, H. F. Montgomery, Charles Dwyer, 1929      *Beauty and Business* Philip Scranton, 2001. First Published in 2001. Routledge is an imprint of Taylor Francis, an information company.      *Vogue*, 1929      **The Secrets of Beauty** Helena Rubinstein, Inc., 1929?

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