

and the Spirited Family Dynasty
Behind It

A richly told story of a forty-year, white-bot leve triangle that fans the flames of a major worldwide conglomerate.

-Neil Shulman, Associate Producet, Doc Holywood

SHARRIE WILLIAMS with BETTIE YOUNGS

Foreword by Michael Levine

## Sharrie Williams

The Maybelline Story: And the Spirited Family Dynasty Behind It



continue reading

In 1915, when a kitchen stove fire singed his sister Mabel's lashes and brows, Tom Lyle Williams viewed in fascination as she performed what she called 'a key of the harem'—combining vaseline with coal dirt and ash from a burnt cork and putting it on to her lashes and brows. Mabel's simple beauty technique ignited Tom Lyle's imagination and he started what would become a billion-dollar business, one that remains a viable American icon after almost a century. We are enthralled with the traditional sweep of events whose repercussions go on for this, all components of The Maybelline Story—which reads just like a juicy novel, but is actually a family memoir, distilled from nine hundred pages of family accounts from the 1920's to present. Through the entire twentieth century, the Maybelline organization inflated, collapsed, endured, and thrived in tandem with the country's upheavals—as did the family that nurtured it. Tom Lyle Williams—in order to avoid undesirable scrutiny of his private existence—cloistered himself behind the gates of his Rudolph Valentino Villa and ran his empire from the shadows. Now, after almost a hundred years of silence, this accurate tale celebrates the life span of an American entrepreneur, a man forced to remain behind a mask—using his sister-in-legislation Evelyn Boecher—to be his front. Tales of the-great-man-andhow-he-did-it serve as a traditional mainstay of biographies, but with the strong women's book-buying marketplace, a resurgence of interest in memoirs that focus on relationships more than a single man and his accomplishments will be discussed in women's book organizations. The Maybelline Tale combines the best of both techniques: a guy whose eyesight rocketed him to achievement along with the female kept in his orbit.In the manner that Rhett Butler ignored the criticism of his peers to carve his own destiny, Tom Lyle Williams shares similar grit and daring. we get yourself a kick out of her and also occasionally, love her on her behalf guts and tenacity, and certainly because she carved out a lifestyle for herself and insisted on having a tone of voice, also if she was a fly in the ointment for others. Evelyn Williams supplies the energy of an antagonist. Like Scarlet, we sometimes hate her and need to shake her, but occasionally, we must admit that people hold a grudging respect; But Rhett without Scarlet wouldn't be much of a tale. The Maybelline story provides other kinds of classic literary satisfaction. (Sharrie Williams The Maybelline Tale) He called it Maybelline in her honor. An engrossing and captivating saga that spans four generations and reveals the humanity, the glamour, and the seedy underside of a family group intoxicated by the search for power, prosperity, and physical perfection. It really is a fascinating and inspiring tale of ambition, fortune, greed, secrecy—and surprisingly, above all, love and forgiveness, a tale both epic and intimate, alive with the clash, the hustle, the music, and dance of American enterprise. We are specially fascinated to slip vicariously in to the lives of the rich and privileged yet cheer for the underdog who overcomes obstacles to astound doubters with his success.



continue reading

Better first half An excellent book if you are interested in the history of make-up and an American family's rise in the business world. It's the hard work that got them there. I would suggest to anyone who loves a good story, with unpredicted players and unexpected endings. Given the actual fact that that they had many tragedies to contend with, a lot of it gets tirelingly self centered toward the end. So consumed with beauty had been they that it started to reflect in the methods they saw themselves. This is an excellent publication on Maybelline and the complete family who made it. I sped through the last one fourth just to finish. Great read I could not put this publication down, a tale of Maybelline make-up, the family members that started it but what cash can do, the grandmother Evelyn I'm sorry to say had issues unhappy female it seemed once again what money will do, really terrible, sad method to die, she trusted the incorrect people it's a shame they got away, I'd definitely go through anymore books by this writer, more on the family members, it was an excellent book Interesting book on an American icon The story of this family and the way they invented and promoted a little box of mascara is really interesting, Since it was written by the founder's great-niece, there was a perspective that was nearer to the family than could have been possible otherwise. I love to read real history and as an entrepreneur myself I found this so close to home. It's a good book. How an accidental invention created a new concept of beauty Completely fascinating story of the creation and growth of a new product category simply by the family in back of Maybelline. It has from family politics, outdated Hollywood glamour and the beginnings of brand development. I can visit a very successful mini series or main motion picture predicated on this absorbing book filled with fabulous characters. Recommend this book Recommend this book. It really is an easy read primarily about the sister-in-regulation of the founder of the aesthetic company. "a wild ride" This book is indeed much more than a memoir. However, this book offers a rudimentary outline of their fabulous success and fortunes amassed. She by no means gave up on her dream to tell this story and actually braved fire and fury to talk about it with the globe. This is a must read on the consequences of excess amount and how exactly it affects a family from Kentucky. Interesting but compiled by an amateur I liked the story but this is obviously written by a non historian. Marvelling for millions I recall the red box and little brush. I also found it odd that a family members made rich by a gay couple would then slur another person for being gay. Great Browse but lengthy! a great read I could not stop reading once I started. Three quarters of the book is often a good read. I love that the writer told where the money proceeded to go. Many authors dont do that and leave you questioning. Best book I've read in years. Interesting It revealed background at the time relevant to the tale. I would have enjoyed reading even more about the founding of the Maybellne Firm and how it conquered the cosmetic industry. It's an interesting and captivating story of a chance discovery that not merely changed one man but also his family and their legacy. Seldom do we obtain such an opportunity to peer behind the wizard's curtain and learn his secrets. She's a true storyteller and writes with interest and candor while bluntly sharing her own resolve to go up above her family's lifelong mantra of money, beauty and the seek out perfection. He knew that his decided creativity, marketing genius, a few friends and a little luck would propel them all to success and riches. An extremely twisted odd family with lots of back tale and a remarkable rise into the constitute business. This true story that read better than a novel. A fascinating story I enjoyed this book very much, but was saddened and disappointed in every the family members turmoil. And Maybelline was along for the trip. The win does not come without the family members dynamics and conditions that face the every day family. The legacy is normally in great hands with Ms. Williams. When Tom Lyle Williams uncovered his sister's basic eye beauty key, both motivation and a corporate giant had been born. It's a critical but tender tale of redemption that presents a knowledge, compassion and love for her family. The tale of Evelyn Williams is spellbinding and reads such as a novel. It was a fascinating story of the family behind Maybelline. It had been fascinating. I The rich are not immune to the hardships. I love the early years component and how they managed with clever marketing abilities, daring and gumption to provide

their product to market. Those of us older people that remember all the Maybelline advertisements and the space it enjoyed for therefore many years back enjoyed viewing the behind the moments work and turmoils required in marketing something that was unknown and untested. You have all and lose it, have it again and lose it, but win by the end. The character types seem larger-than-life yet somehow stay vulnerable and sympathetic This is a family that constantly grasped at the shiny ring only to discover that it may be only their own reflections staring back, occasionally accusingly, in the mirror. An interesting read, but so many great lessons to be studied from the assistance and knowledge of Lyle. Great reading This was a significant page turner. It held my attention throughout the publication. From the Midwest through Chicago and Hollywood, we follow a path strewn with scandals, jealousies, triangles and betrayals. The American Dream Anything can be done with the proper motivation. Exciting Intimate genealogy of ambition, love, loss of life, hard work, and love of family members. Educational tale of the changing times in America. Characters were fascinating, descriptions of the surroundings were vivid and feelings could be felt from what. Highly recommend the purchase. Toss in arson, a still-unsolved murder and even the Feds and Mafia and you possess a thrilling and bumpy trip that leaves several casualty in its wake. Anyone who wants biographies would certainly enjoy this reserve. It's a reserve that you truly can't put down, a true page-turner and I couldn't wait to find out what happened next. A variety of scenes have dialogue created from whole fabric by the author, there's no references, and lots of excuses are created for the crazy Nana. Just what a story! You'll never appearance at a Maybelline ad again without feeling a tug of empathy for these character types and the struggles and determination of 1 man's effort to capture beauty on a brush and transformation forever the colour palette of the globe. Fortune, family, fame and even history. A remarkable guy and a generous patriarch was Mr. Williams. The family part is a bit hard to take. Fascinating! This was a fascinating read. This tale reads like the best fiction but with actual heroes and plots that consider us on an American fantasy wild ride. Wow. I love the extensive fine detail regarding the building and maintaining the Maybelline brand! Probably would be a better read of in book form so you might see how long the book was. I dound myself slowing down because I didnt want it to get rid of lol. Good read.



## continue reading

download The Maybelline Story: And the Spirited Family Dynasty Behind It pdf

download free The Maybelline Story: And the Spirited Family Dynasty Behind It divu

download Metabolic Efficiency Training: Teaching the Body to Burn More Fat epub download free Unleash Their Inner Superhero: 52 Fun Workouts That Will Give Your Kids Strength, Positive Energy, and Confidence... Now!! fb2 download free Naked Calories: Discover How Micronutrients Can Maximize Weight Lose, Prevent Dosease and Enhance Your Life pdf