



COLOR STORIES

behind the scenes of america's
billion-dollar beauty industry

MARY LISA GAVENAS

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Color Stories: Behind the Scenes of America's Billion-Dollar Beauty Industry



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An insider's look at of all brainstorming, bickering, and bitchery that go into those small sticks of color and pans of powder: Business journalist, former beauty editor, and noted scholar on the advancement of the U.S. color stories. beauty market Mary Lisa Cavenas requires us behind the moments during the nine a few months that culminate in the launch of a season's all-important " At Este Lauder headquarters, we start to see the achingly fashionable Aerin Lauder Zinterhofer spin societal trends right into a lipstick lineup. In frequently funny, occasionally poignant chapters, we learn how one shade becomes the "must have," We watch magazines cheat to make makeup work for layouts, learn how Cindy Crawford got to be worth it of her \$10 million agreement, and make the pilgrimage to Dallas as 35,000 of the Mary Kay faithful assemble for the fabled annual Seminar. Backstage in the runway shows, we're swept in to the catty, chaotic function world of make-up mogul Bobbi Dark brown and supermodel Gisele Bndchen." how businesses create desire at the counters, and exactly how easy -- and impossible -- it is to start out a million-dollar makeup range. On the way, we also learn about marketing, media, and the manipulation of aesthetics, about the codification of physical beauty, and how this sector revolutionized the part of ladies in business.



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The Makeup Sector for individuals who Can't Get Enough I know many those who are addicted to makeup, and I'd recommend this reserve to any of them. While it isn't earthshattering info by any extend of the creativity, it's still a fun, easy read. Color Tales strips the misconceptions I believe that younger generations are beginning to believe. You learn how the shades for the tale are chosen, how publications list that products used on models aren't really the products used (did any of us question this? As a person in the magazine sector, she strips the fairy tale stories and gets right to reporting. Not only are they advertised on TV, they're for sale on the Web and my local drugstore currently. I finished within a few evenings. Behind the moments business material is potentially dry but Gavenas manages to maintain it interesting and easy to follow. (You may never look at make-up and fashion magazines quite the same way again!For the Neutrogena/Olay questions below...Neutrogena continues to be making its cosmetics series. Olay discontinued its cosmetics line but continues to be making skincare. Cosmetic Reporting How It Should Be. It follows the advancement of these seasonal color stories we so anxiously await from the original to conception and how colours are chosen through fashion shows and marketing to the final product at the counters. I think you mean Essential oil of Olay, which went out of business a year or two back.), and several other behind the moments tidbits. For those who have experienced the industry - it simply solidifies your experience and for those who haven't, makes you think before grabbing that mascara off the shelf. Must read for make-up junkies ; Lastly - I read this publication in about four hours and may happily state I haven't spent my four hours any better method in quite a while. Surprize! I had to do some research on the fashion industry and really was skeptical about reading a book like this. Guess what, this is an exceptional insight right into a crazy sector , with real business details and it reads well. I've told many colleagues concerning this book even if they don't need to know about the beauty industry. Including a lot I didn't know (just like the FDA dirt, and the inside-the-factory stuff). It's very business oriented if that is what you are after. NJ reviewer is crazy Personally, I LOVED this book. Fun Read A satisfying book about the intricacies of the Billion Dollar cosmetics industry. In case you are a cosmetic lover as I am you will enjoy this reserve. The chatty, available tone lends itself (dare I say) beautifully to the fascinating look at make-up, marketing, and pop culture. I don't think you'll be disappointed with this publication. However if you are simply looking for an interesting and amusing insight into among America's biggest customer segment, you will not be disappointed. While some of the accounts appear just a little exaggerated and reductive, it is a useful tool for those interested in the beauty biz. A lot of data along with anecdotal support for ideas.And, to that reviewer from NJ, you have your specifics wrong: Neutrogena Cosmetics are alive and very well.The book is an easy, entertaining read. Gavenas does a good way of illustrating and communicating business strategy in a fundamental method that I don't think could possibly be misunderstood by any viewers. I must say i enjoyed the contemporary process of how produts are developed and the history of how these companies got started and who began them. Beautiful *and* helpful! I thought it had been very well written and a satisfying and very informative read for anybody that buys cosmetics and clothes. Just how much of a cosmetics junkie would you possibly be? It really is the first period I've read anything on how cosmetics are really made in a factory (Avon), and FDA information on what businesses have tried to escape with in the past. Color Stories I loved this book! This is an absorbing, informative, quick read from a beauty industry insider. It will be a great summer months poolside browse.) Gavenas unmaskes from how the cosmetics big-guns strategy their ad promotions to whether that fashion-mag cover young lady is *really* wearing the products we're told she actually is. It's extremely interesting just how they obtain us to get

their products. Not much new I came across Color Stories to be a quick fun go through, but if you are a fan of magazines and a cosmetic "junkie" you already know most of what is in this reserve. The tale of the development of Neutrogena cosmetics could have been more interesting if the merchandise line wasn't defunct. I'm sorry I bought the hardcover version. This is better as a magazine feature. This publication is split into different sub-industries and gives you a hors d'oeuvre of the bigger plate of cosmetics without having to be too much to swallow.) This is a remarkable look in the makeup industry and is a must-read for a make-up junkie like myself. It files the process of creating the colour tale. How it's conceived, marketed, marketed, ect. and reveals many interesting insider details about the color tales and the mis-truth's reported by popular beauty magazines. It also goes back in time to the conception of the beauty industry telling the beginnings of the Estee Lauder empire and walks you through a Mary Kay meeting (found this fairly amusing). Sometimes the detail becomes repetitive and I did a little bit of skimming but overall it was an interesting little read. This is the perfect book that's really worth the read. Well researched a written. Gives fly-on-the-wall accounts of varied elements of the beauty industry. I did a stint selling cosmetics at Bloomie's and this is the first-time I've browse anything remotely near what actually continues on in the cosmetics market.



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