

Men's Health

Edmond
EISENBERG*

Guide
to
Style

SPRING-SUMMER

2019

*Edmond Eisenberg **Style Guide

Your Honor, Lady Luck

How to keep fit, being the heir to the Eisenberg beauty empire, and keep up with everything.

Text: Olga Sabelnikova
Photo: Oleg Zotov
Style: Rosie J Farnworth
Make up: Kate Bobkova

It doesn't matter what cards the fate-dealer dealt, it is important how you play them. Those who start with a great backlog and lead in front of others are also losing, and those who started not only with zero, but with a negative result also win. It's all about character, ingenuity, desire and faith in yourself. This thesis is fully revealed by the example of the formation of the Eisenberg family company. Edmond Eisenberg doesn't believe in luck, but he believes in opportunities. In other words, nothing falls into your hands from the sky. "To win the lottery, you must first buy a ticket," smiles Edmond, sitting in a family villa in Monte Carlo. However, these words sound rather a harsh paternal school than the real state of affairs. It is hard not to call it luck the fact that Edmond was born into the family of Jose Eisenberg, that today he is a direct heir to the empire of expensive niche Eisenberg cosmetics. O The father says openly that by birthright the boy was destined to lead the family business. The heir must have a set of qualities that will be needed to take the reins of power and not make mistakes. There is a birthright, but no room for error.

What luck really looks like

A thirteen-year-old boy named Jose was wandering around Florence sample

1958 and thought how wonderful it is to live in a country where the great events of the Renaissance took place. Italy gave birth to art as we know it today, medicine, technology and, of course, the foundations of banking were laid here - in Siena, the world's oldest bank, Monte dei Paschi di Siena, still functions. ", founded in 1472. And again, we can say that Eisenberg Sr. was also lucky: to build a business empire, it is better to end up in Italy than on the streets of, say, Izhevsk, and Jose has excellent pedigree: his father is a large industrialist from Romania, I studied in Sorbonne, and my uncle generally lives in Paris and became famous for participating in the French partisan movement during World War II. There is only one thing: no sooner had Jose been born than the August 1944 coup took place in Romania, the communists came to power. The industrialists are quickly and skillfully dispossessed in order to survive, the father takes his wife and child and fled to Parisbrata. From there he moved to Florence, but things were no longer working out. "I was so poor that I simply could not afford the luxury of schooling," says 73-year-old empire owner Jose Eisenberg today. As a boy, he delivers newspapers day after day, sells cigarettes, and tries his best to find out if there is any work in the local workshops. There is no question of school. Later, Eisenberg will receive a bachelor's degree as an independent candidate, but, in fact, will remain self-taught forever. "Be that as it may, I was one step away from art with all its paintings and sculptures, and this is a great success!" - he laughs today. At the age of 21, Jose had the opportunity to do fashion design, he began working for one of the famous couturiers in the 1960s. "It was my first school of life," he says. Two years later, in 1968, student strikes are raging in Italy and France, and 23-year-old Jose is not up to the students:

work - fashion production is frozen. The life of a product in the fashion industry is extremely short. Three months have passed - and that's it, it's already out of fashion. The future entrepreneur could not sit idle and made a decision, which the legendary rocker Iggy Pop later described as follows: "Always look for a meadow where no one has ever grazed." And Jose finds such a place in the south of Italy - Basilicata, located 700 km from Florence. "The poorest region," recalls José, "is so poor that even the mafia was not interested in this place! - a manufacturing factory, and four and a half years later they created 75 thousand jobs. In 1972, the President of Italy made me an honorary citizen of the country for my contribution to the industrialization of the region. " The secret of success was that Eisenberg made haute couture more accessible: "In the seventies, I did what Zara is doing now. Plus I raised the economy in the poorest place, and only then I moved forward." In a conversation, Eisenberg Sr. constantly focuses on the important role technology plays in life and business, and on the fact that, in fact, he stood at the origins of the computer era. In the same 1972 he,





in parallel with the development of the fashion industry, he went to Boston, where he hired two dozen scientists to develop the first personal computer. "As you can see, although my path was the art and the beauty industry, I always understood that without technology, success cannot be achieved!" - Jose laughs when the conversation has reached the point where he has to admit that even though he achieved his goal, it was already impossible to put IT technologies on stream. But it was our own technological developments that became the basis for pharmacological research in the field of beauty. "Without this, we cannot create a perfect product, and we don't make any other!" - smiles Eisenberg Sr. It should be noted that the perfectionism inherent in the ministers of the temple of the fashion industry, Jose

he also transferred to the beauty segment the ku of cosmetics, to which he gave his own name. Eisenberg Sr. spent 15 years on this: he started in 1985 and only started in 2000. Investing and wasting time on deep, detailed elaboration is a characteristic feature of Jose, and if he spent 15 years on a cosmetic brand, then even more was spent on his main life project, Edmond. About his son, 73-year-old Jose never tires of repeating with pride: "He was born to continue the family business!" Having set such an ambitious goal for himself and his son, Jose raised the bar on all fronts: "Edmond speaks perfect English, just like the Queen of England, and writes the same!" to tell the wasp. Of course, the father gave his son what he himself was deprived of: the best education, top tutors from childhood and so on. At the age of three, Edmond was already seated at the piano, Jose nino continues, at six they hooked up a violin, to which he quickly showed superpowers: the guy won a competition in France among 6-12-year-olds (and win a musical a competition in France is not Monte Carlo for you, it is actually how to win an all-Union competition). A guy from childhood composed music, played guitar and drums. Graduated in violin and piano

conservatory. In general, this path is reminiscent of the training of great tycoons like the Rockefellers, when at the institutes you learned what you will not encounter in life: in business, you learn a lot on the job. The father brings a subtle philosophical line under his son's education: "Look, music is art, art is emotions, and emotions are, we never call ourselves a company, we are a brand." In the Eisenberg family, the educational process never stops, only now Edmond sometimes gives lessons to his father: "He is a new generation, every day I learn something extraordinary from him. - otherwise. He does not have that ruse of years, therefore he perceives everything faster and easier and is always ready for changes. "

This is the Eisenberg brand. By the way, Be human During the filming process, Edmond picks up a violin and instantly transforms: he is focused, passionately working with the instrument, forgetting about everything in the world. It can be seen that he gives himself to any business the same without a trace, and this Edmond clearly learned from his father. And what the whole day is built of



The famous and very first fragrance **J'OSE** translated from French ("I dare") from **Eisenberg Paris**



heir to the beauty empire? To an ignorant person it may seem that this is a rather idle life, because all the hardest, it would seem, has already been done by the father. One thing is for sure: Edmond does not allow himself to start the day in a bad mood: "I wake up every day at 5:45 am and the first thing I do is thank life for having this day. Dad taught me this. - I have breakfast and go to a fitness club. I cannot call myself obsessed with sports, but I need movement: I will spend all day in the office, there will be no other chance to move properly. Every day consists of meetings with experts - from marketing and economic services to the department of science. There is a constant exchange of ideas and solutions, which to implement in our business." In the midst of the daily routine

associated with development and management, there is one unshakable moment that repeats from day to day: "Every morning before the start of the

working day, meet for coffee and talk about different topics. This is our brainstorming session, and it always starts at the same time - at 8:30. "What is ideal parenting? Perhaps it can be summed up in one word:" friend. " the best friend can be considered a successful project for the upbringing of the heir. "Since childhood, I received the love and care of my father, we have always had the closest relationship. We could talk openly on any topic - from school and work to girls and life in general. He is not just my father, he is my best friend and mentor. Sometimes we have different points of view, sometimes we argue, but he still inspires me. At the same time, I do not want to be just a copy of my father and I know that he would not want that either, all the values that he instilled in me in childhood, I apply in my work today. What are the values? Always be aware, flexible, it is important to be yourself. But listen to the mood in society, but at the same time, I repeat, remain yourself. Explore new markets and create new,

He's not just my father, he's my best friend and mentor

more advanced and innovative products listening to buyers. They are far from being naive and know what they are using, read about all the ingredients. If the bucket is not what you expected, then they will not come a second time. That is why our goal is natural and natural products. "This approach to business is determined by the supreme law that reigns in the family:" Be human: first show respect yourself, and then, perhaps, they will respect you. "An interesting interpretation of the saying" a healthy body - a healthy mind "suggests Eisenberg Jr.:" A healthy body is where a healthy mind is. " be muscular. First of all, it affects the girls, did you notice? We must help people to be healthy. Beauty is about this, not overdeveloped muscles or their absence. "Bigorexia, that is,