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## EDMOND EISENBERG

"In the case of corporations, it is marketing that  
forces artificial needs. The opposite is true for us:  
the product is the result of passion"

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# EDMOND EISENBERG

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*Athletic, smiling, charming.  
For the meeting, he invited us to the company's  
headquarters in Monaco. Edmond Eisenberg and  
his father José Eisenberg have been making a  
revolution in the luxury cosmetics market for years.*



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*Running a family business, own name on cosmetics packaging, original vision of its development, is - of course - a reason to be proud. But in the era of social media and ubiquitous criticism, it may not be easy to approach and pursue your passion so personally. Wkońcu is an everyday fight for the consumer - with the largest global concerns. Can it mobilize or rather burn?*

Edmond Eisenberg

The meeting with Edmond Eisenberg was already announced in the previous edition of *L'Officiel Polska*. The conversation, which took place at the brand's headquarters in Monaco, was nothing like traditional press interviews. The apartment building where Edmond works with his father José, who founded the Eisenberg Paris brand in 1985, looks more like an art collector's apartment than an ordinary office: there are paintings on the walls, sculptures everywhere, and the terrace is an extension of the conference room overlooking the private pool. It was on this terrace that Edmond Eisenberg told us about the phenomenon and challenges of co-creating a family brand, which not only has to compete with international giants, but above all - in the beauty segment focused on quick profit - to maintain the highest quality, transparency and respect for the environment. This brand was created out of love for art and ... technology. José is a passionate beauty who values innovation and does not compromise on quality. Many years of research have allowed him to develop the Trio-Moléculaire formula that regenerates, stimulates and oxygenates the skin. In the following years, with the help of Edmond's son, the brand expanded its portfolio

o for make-up cosmetics, a care line for men and perfumes. This is one of the phenomena on the market that we decided to take a closer look at. Before the conversation begins, Edmond places a number of phones on the table with him. Just in case someone from any of the company's departments needs to talk to him. - *So many cameras?* - we cannot hide our surprise. - *I wanted to pretend to you that I have a lot on my mind (laughs)* - he has a sense of humor. - *I must tell you at the outset that I love L'Officiel. You might think it was for this interview, but it's not. I have always appreciated this title for its fresh approach to fashion and artistic soul. And the fact that in modern times you still manage to hold on to that approach. This view is very close to me and I feel that you simply have it in the title's DNA. It's very rare on the market today.* | he says. It is difficult for us to deny it, because fashion and art are the inseparable foundations on which *L'Officiel* is based. And the fact that it is the only title of this rank belonging to the family business. But it is identical with the Eisenberg brand that his father José founded in 1985. How did it happen that a Romanian emigrant, fascinated with art and technology, created a luxury brand producing cosmetics from scratch?

THE POWER OF DREAMS

- *I can talk about my father for hours. I don't know if you have reserved so much time for me - (laughs). He remembers the times of fascism and communism. When Romania was choosing between bad and worse, he and his family decided to flee to Florence. There he worked in small workshops until the age of 21, trying to support himself and slowly start to get back on his feet. It was in Florence that family businesses such as Pucci, Gucci and Ferragamo were in the lead, and they still have their headquarters there. The events of 1968 caused a recession in the production of textiles. Then my father went to the south of Italy, which region - due to poverty - was not even interested in the Italian mafia. There he started his business and training his first employees. The experience from his youth paid off and he was able to start his own production for fashion houses. His atelier grew into a factory. When he was 26, 17,000 people worked for him. people! He loved fashion on the one hand and technology on the other. That is why in the 1970s in the United States he founded a company specializing in works on artificial intelligence. Much too early than it could be massively used in the commercial market. Same with*





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*In the case of corporations, marketing forces artificial needs. Conversely, the product is the result of passion. Whoever, tempted by aggressive marketing, buys a weak product, can be fooled only once. She would never reach for it again.*

*Our quality combined with innovative action allows us to create an intimate relationship with the recipient, and only in this way we will be able to accompany him for years. It is this trust that gives us strength.*

Edmond Eisenberg

*the first personal computer he worked on with his team. In the 1980s, however, he decided to operate in his own name, and not only be a subcontractor and provide goods or services. And to finally combine this passion for beauty and technology - Edmond recalls. However, a lot of time had to pass between the decision to launch a cosmetics brand and the introduction of the first products to retail sale. - Today the market of cosmetics producers seems to be saturated, but at the beginning of the 1980s it was quite dense. Nevertheless, in 1985 his father managed to buy a laboratory and start research and testing, which took another ... 13 years! With complete uncertainty that anything can come out of it. He wanted to develop a proprietary formula, the effectiveness of which will not only be clinically proven, but which will distinguish his products from the competition. This is how the Trio-Moléculaire formula was created, today the worldwide patented interaction of molecules provided by nature. After two more years of testing, the brand made its debut in 2001, says Edmond.*

Despite only 18 years in the industry, Eisenberg Paris's history is the story of José's whole life. But also Edmond, who grew up accompanying him at many stages of his work. Therefore, it is difficult for him to decide which product is most important to him. - *As you may have noticed, unlike many companies, we do not sell empty promises. That is why our cosmetic lines are designed to make it easy to find what we are looking for for our skin. This is actually my personal motto: keep your routine very simple. If you look in my bathroom, you won't find 20 creams, not even my own brand (laughs). Cleaning, moisturizing and sun protection. Mask once a week. You really don't need more -* he adds. They are a PERSONAL SZNYT - Running a family business, own name on cosmetics packaging, original vision of its development is - of course - a reason to be proud. But in the age of social media and ubiquitous criticism, such a personal approach and pursuing your passion may not be easy. After all, it is a daily fight for consumers with the largest global cernami

Can it mobilize or rather burn? - *will not like it. And even producing the best product in the world won't change that. We are empowered to live in line with the values on which we have built our brand. For example, all our products have never been, and will not be, tested on animals. In these daily choices and decisions, we are empowered not only by hard work or being innovative, but most of all by being at peace with ourselves. Therefore, it would never have occurred to me to launch a new product if we were not convinced that it is safe, its application gives great results and is exactly what our recipients expect. In the case of corporations, it is marketing that forces artificial needs. The opposite is true for us: the product is the result of passion. Whoever, tempted by aggressive marketing, would buy a weak product, can be fooled only once. She would never reach for it again. Our quality combined with innovative operation allows us to create an intimate relationship with the recipient, and only in this way we will be able to accompany him for years. It is trust that gives us strength. - There will always be someone to whom something*







sweater PRADA Hairstyles Krzysztof Sierpiński Make-up Eisenberg Paris

#### VISION AND EMOTIONS

In everyday work in the family brand, there must also be clashes. Is it possible to avoid them at all? It is not possible. No wonder that working with his father is also not the quietest. - *The most important thing is that we both know how to communicate with each other. And that's more than half the battle*, says Edmond. - *When it comes to the brand, our vision is identical. But the paths leading to its implementation may be different (laughs). Due to different experiences or even a generation difference, our opinions may be different. This can be accompanied by a whole range of emotions. But then we give ourselves an hour to think about the topic and go back to the conversation. None of us believe that anything can be created by force. This brand is a tribute to my father's life. Sometimes someone asks us if we would like to sell it to one of the large holding companies, but the answer will always be the same: no. Sell and what next? This is our joint project that goes far beyond a purely financial factor. This is something we want to pass on to future generations. This job is our passion and our life, and you can't just sell it to someone. Is there anyone else I admire besides my father? Fashion designer Jacquemus. I like his work, but most of all his path to success. He comes from a farming family, his parents sold fruit and vegetables at the market. He started out the same way. And today? His brand is one of the most coveted in the world! Immediately there were offers whether he would like to sell the company. He did not accept any of them, because money was never an end in itself for him. He told me that if the day came that his designs would stop selling or that he would decide himself that as Jacquemus he had done everything he wanted in fashion - he would personally close the company and calmly return to selling fruit and vegetables at the bazaar. It touched me because it is a philosophy with which I identify with one hundred percent. This meeting in Monaco made us fully understand the essence of the success of the Eisenberg Paris brand. Edmond Eisenberg and his father José Eisenberg have been making a revolution in the luxury cosmetics market for years. We now know perfectly well how they manage it.*



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