

# VOGUE

POLSKA

## LEADERS

nr 1  
2021  
16,90 zł  
w tym 8% VAT



ISSN 2720-2178 NR INDEKSU 439 568  
9 772720 217105 01 >

---

---

## A BUSINESS BASED ON VALUES

---

*The biggest challenge is to stay true to the brand while looking to the future - says Edmond Eisenberg, CEO and son of José, founder of the luxury cosmetics company Eisenberg Paris. He's continuing his work. Soon to be a father himself. Private art lover.*



### ***Who is a leader to you? What kind of leader are you?***

A true leader does not see himself as such. If you see yourself that way, it means you have an oversized ego. Without a cohesive team, no boss has a chance for success. Both at work and in private life, relationships are the most important thing. They are what stimulate creativity.

### ***How would you be a good boss?***

It requires humility, the ability to listen, respect for people and their ideas. A good boss surrounds himself with the best in his field and appreciates their skills. It takes a lot of empathy.

### ***What is most important to you at work?***

My father taught me that the values we live by are more important than business. We work with passion. Unlike many multinational corporations, the human factor is the most important for us. Of course the skills of our employees count, but we also pay attention to personality. We choose those who want to develop themselves.

### ***What distinguishes your approach to business?***

My father and I both believe that running a company is not just about selling products - we create innovation, dreams, values.

We rarely use the word "customer", rather "friend of the brand". We want our cosmetics to become part of their lives, to improve their quality of life. Using luxury products is supposed to make us feel better about ourselves, to give us pleasure, to reward us for our hard work. Eisenberg Paris cosmetics allow people to show the best version of themselves.

***Do you pay much attention to marketing?***

If the product is good, it will defend itself. A bad one, but well packaged, will convince the customer only once - it will not stay loyal to him. With so many cosmetics on the market, we feel responsible for creating the best products.

***Has the concept of luxury changed in recent months?***

More than ever before, quality is valued. The mass market will always exist, but consumers are becoming increasingly aware and demanding.

***Brands such as Eisenberg Paris, which have always had the highest quality, it is therefore easy?***

Easier and harder at the same time. On the one hand, the competition is huge. On the other hand, thinking long term pays off. For example, ten years ago we decided to create a make-up collection. Big brands have hundreds of products in their portfolio, but we focused on a dozen or so. We knew that our line had to have properties. Since 2017, we have been producing such cosmetics. During the pandemic, we were right - people use fewer products, but always tested. Our assumptions from ten years ago have now become very valid.

***Pandemic was a challenge...***

Yes, of course. We have held off on product launches because we felt it was not the right time. In the next few months we are speeding up. New cosmetics will be adjusted to the new conditions. There will be care products for her and for him, perfumes and a few surprises.

***Have men's attitudes towards beauty products changed in recent years? Changed in recent years?***

Definitely yes. The need to feel good is universal, not gender-specific. Our products are becoming more technologically advanced and easier to use, which appeals to men. We have lines for women and for men, but we are also increasingly focusing on gender-neutral products because we see this demand. We want to promote diversity.

***Is the beauty market changing in this direction?***

Yes, and if our products can spread tolerance, it is worth using.

Inclusiveness is a must for us, men, for too long we have denied women and other groups a voice. And mutual respect is essential. It works internally and externally.

***You're expecting your first child. What kind of father would you like to be?***

My role model will be my dad, the greatest parent in the world. He is also my best friend, my mentor. He has always given me freedom to develop as I wish. Out of three siblings - I have two sisters - he is the only one working in the cosmetics business. It was my free choice. I would like to pass on to my child passion, values, respect for people. I want them to be fulfilled. The challenge before me both excites and frightens me a little.

***You are fascinated by art. What do you collect?***

I love art, but I am not a collector. I associate this market with speculation as one of the elements of buying and selling, and I do not consider art as a commodity. I also worry that in the face of the new trend of NFT (non-exchangeable token) everything can be art. The boundaries are blurring. On the one hand NFT has made art more democratic, on the other hand it is more and more difficult to judge its quality.

***Do you feel close to Poland?***

Of course. My partner is Polish. I have a lot of respect for Polish people. It is a country with a rich cultural background which has repeatedly risen from decline. Poles respect their traditions and at the same time they strive for modernity. Every time I come back to Warsaw I am surprised by something new.

***What kind of customers are Poles?***

Loyal. When a product works, they remain loyal to the brand. They can appreciate a good product. ■



Edmond Eisenberg starts and ends each day with the super-light Complex Anti-Age Eisenberg Paris cream, which moisturizes, firms and has anti-wrinkle properties.