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Title In This Collection:-

Shopping

Seduction & Mr Selfridge

War Paint: Elizabeth Arden and Helena Rubenstein

## **Shopping, Seduction & Mr Selfridge**

In 1909, the largest department store in London's West End, designed and built from scratch, opened in Oxford Street in a glorious burst of publicity. The mastermind behind the façade was American retail genius Harry Gordon Selfridge: maverick businessman, risk-taker, dandy and one of the greatest showmen the retail world has ever known. His talents were to create the seduction of shopping, and as his success and fame grew, so did his glittering lifestyle: mansions, yachts, gambling, racehorses - and mistresses. From the glamour of Edwardian England, through the turmoil of the Great War and the heady excesses of the 1920s and beyond, Selfridges Department Store was 'a theatre with the curtain going up at 9 o'clock each morning'.

## **War Paint: Elizabeth Arden and Helena Rubenstein**

War Paint is the story of two remarkable women - Miss Elizabeth Arden and Madame Helena Rubinstein. Between them they left an extraordinary legacy which touches the lives of virtually all women today: the creation of the modern cosmetics and beauty industry. War Paint will trace the humble beginnings of both Arden and Rubinstein and examine the forces and influences that drove them. The book will also look at the period in which they lived, without which their phenomenal achievement cannot be truly appreciated. The similarities between the two are intriguing: dedicated to beauty, neither were great beauties themselves. They were both diminutive in size, if not in the size of their ego. They were both born into genteel poverty and were motivated by money and the creation of their businesses, to the exclusion of almost everything else. They were both avid social climbers and desperately thrifty. They also hated each other

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