



HEALTH, WEALTH AND LIVING WELL

Many of those in the Hall of Fame helped shape the way we live, whether that is through health and beauty, lifestyle products or technology.

As the worlds of health and beauty developed, the desire for respected and trusted brands leant itself well to the chain retail sector and around the world names like Boots and Walgreen would eventually become ubiquitous. Yet lifestyle is about more than pharmacies and perfumery and has spread to lifestyle attachments from phones to taking charge of the home.

Jesse Boot transformed his mother's small herbal store into one of the world's most recognisable pharmacy retailers. From first working in the store in 1863, by 1900 stores began appearing all around the UK. He eventually sold the business in 1920 but by then Boots had become one of the forerunners of multiple retail chains, with hundreds of stores and a manufacturing arm.

In more recent times, Boots let the name Sephora go to Dominique Mandonnaud. Increasingly frustrated by the counter-service culture of the sector, Mandonnaud opened the revolutionary Shop 8 in 1979, grouping product by type instead of brand and making the product accessible on store shelves. In the early 1990s the business bought a chain of stores called Sephora from Boots, to which Mandonnaud applied the self-serve concept and expanded throughout France.

Perhaps the first retailer to wear ethics on its sleeve, Body Shop was founded in 1976 by Anita Roddick with a range of brightly coloured and feel-good health and beauty products. Overtly pro-fair trade and anti-animal testing, Roddick's empire appealed for both its freshness of approach and its ethical stance and the controversial chairwoman amassed an empire of over 2,000 stores as Body Shop became an international hit. In 2005 she began stepping away from the

business, pledging to give away much of her fortune to good causes, and in 2006 she sold Body Shop to L'Oréal in a move criticised as being at odds with her business ethos. In February 2007 Roddick announced that she was a long-term sufferer with Hepatitis C and she died in September of the same year.

Charles Rudolph Walgreen Jr, who also died in 2007, was the son of Charles R Walgreen, the founder of the Walgreen drug store chain, and took over the company after the death of his father in 1939. President of Walgreens from 1939 until 1971, he oversaw the culturally important emergence of the drug store concept in US retailing. As head of the company he increased the profit and the size of the drug store and introduced new product lines. More recently, Walgreen merged with the UK's Boots to create a global retail superpower.

John Ewald went to work for Avon's predecessor, the California Perfume Company, while he was still in high school. He became a full-time employee in its New York office in 1920 and was chairman from 1962 to 1967, and continued as a director until his retirement. Ewald oversaw 23 years' of consecutive growth during the company's golden years as Avon became a direct sales phenomenon and is credited with introducing the "Avon Calling" slogan.

Another to have reshaped the health and beauty industry is Ian Wade, who stepped down as group managing director of AS Watson at the end of 2006. Under his guidance AS Watson has made a series of large acquisitions – mainly in Europe – to become the world's largest health and beauty retailer. Among its 6,300 stores are Kruidvat, Marionnaud, Rossmann and Superdrug.

Left to right: Body Shop's Anita Roddick, Otto Group's Michael Otto and lifestyle queen Martha Stewart.



**"OUR PASSION
FOR PRODUCT
IS WHAT STARTED
CRATE AND BARREL.
AND IT WILL
ALWAYS BE
WHAT MOVES US
FORWARD."**

Gordon Segal | CRATE & BARREL



And then some of our inductees have had the foresight to recognise consumer shifts and the way that people want to live. Michael Otto was at the helm of the world's largest mail order company until 2007 and now chairs the supervisory board. The family also owns more than 50% of home furnishings chain and US retail superstar Crate & Barrel and extensive real estate in the US and Canada. Otto joined the company in 1971 and is credited with turning Otto into a fully multi-channel retailer, which is second only to Amazon in the B2C sector.

Crate & Barrel is run by one of our 2007 Hall of Fame inductees, Gordon Segal, who founded Crate & Barrel in 1962 with wife Carole on Wells Street in the then-bohemian Old Town neighborhood of Chicago. The first store opened in response to a flourishing of world trade in home furnishings due to the 1962 Kennedy Agreements. The Segals sought out small European companies that were not represented in America and negotiated direct purchases from these factories that could be sold to the consumer while avoiding a wholesaler's markup. To this day, a majority of Crate & Barrel's products are direct imports from Europe; though Thai, Mexican and Indian glass and textiles can also be found in its stores. The Segals derived the company name by the materials that they originally used to display items in their Chicago store: they turned over the crates and barrels that the merchandise came in and stacked up the china and glass on top of them. This helped emphasise their strongest selling point, that their products were direct imports.

The growing obsession with the home was also exploited by fellow American Arthur Blank, who co-founded DIY retail giant Home Depot in 1978 with Bernard Marcus after the pair were fired from Handy Dan Improvement Center in the same year and finally stepped down from the company in 2001, leaving it as the world's biggest home improvement retailer. Blank and Marcus spearheaded a company that made big box

John Ewald led Avon (above, left) as it enjoyed the post-war boom, while Gordon Segal (above, right) introduced imported homewares to an eager US market.

DIY, warehouse-style retailing its own, with a model that has been copied the world over.

Then there is Polish immigrant Samuel Klein, who began by selling table and bed linen from a handcart more than 50 years ago. Casas Bahia now operates over 550 stores, serving a low income consumer base in Brazil which might otherwise struggle to purchase from an established retail network. Just 10% of sales are paid for in full at time of purchase. Of the remainder, 20% go on credit cards - a fairly recent innovation, introduced in 2002 - and the rest on hire purchase traditionally financed by Casas Bahia's own capital.

Borders bookstore was founded in Michigan by brothers Tom and Louis Borders. The Borders brothers' inventory system tailored each store's offerings to its community and former Hickory Farms president Robert DiRomualdo was hired in 1989 to expand the company exponentially and led extraordinary growth during the 1990s, diversifying into CD sales, adding coffee shops and alcohol sales into the stores and making book stores cool pick-up joints.

Yet in our Hall of Fame, none has had the same impact on lifestyle as Martha Stewart, who has become an American phenomenon and for whom not even a five month spell in prison for financial misdemeanours could derail her ascent as the country's stylish-living guru. The media savvy homemaking advocate produced a major line of products for Kmart as her business empire expanded in the early part of the 2000s and she became the company's commercial spokeswoman. She went on to strike a major five year deal with Macy's and launched a line of Martha Stewart homewares branded products in autumn 2007. Stewart's business incorporates books, television programmes and more recently a line of houses carrying her name as branding. As a result of her imprisonment she was not allowed to rejoin her business as a director of MSLO until 2011 and became chair of the company again in 2012.