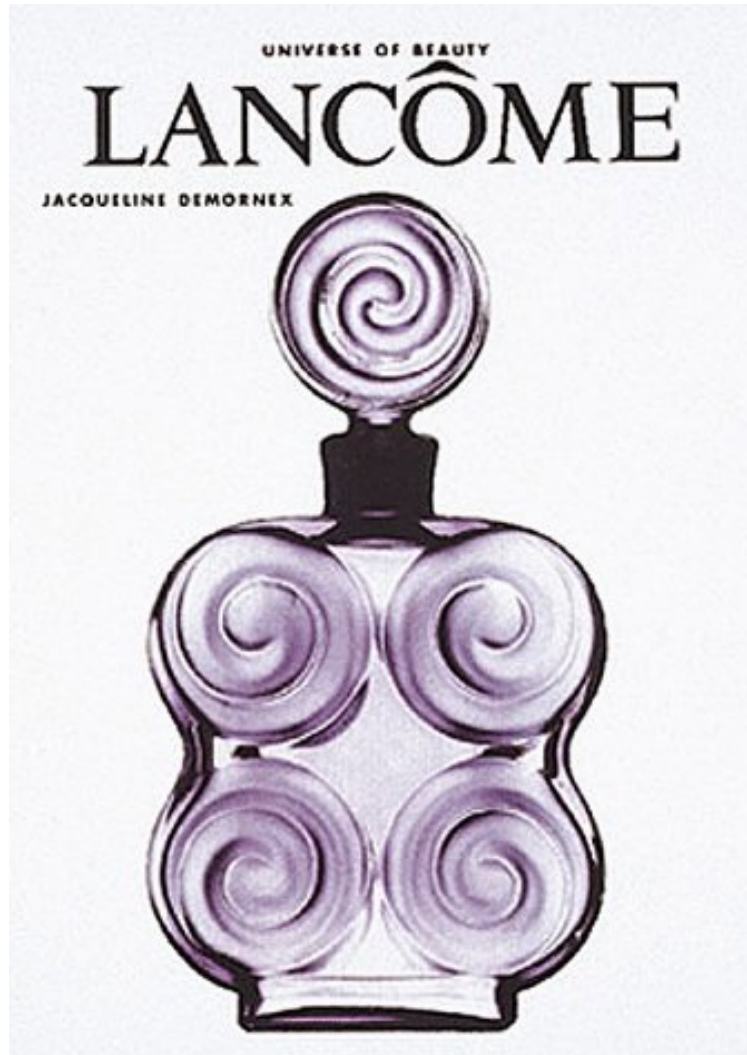


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8 of 9 people found the following review helpful. Brief history of Lancome cosmetics illustrated by adsBy A CustomerPart of the Universe of Fashion series this is a short chronology of Armand Petitjean's founding of Lancome in 1935, the production struggle during W.W.II, and the change from a family business to being part of France's L'Oreal corporation. Lancome was originally begun as a fragrance house when Petitjean left Coty. Petitjean said: "Perfume is prestige, the flower in your buttonhole. But beauty products are our daily bread." There are 60 pages of lavishly printed product advertisements from 1935-1999. Overall the book could use more depth and/or be larger so that the prints could be displayed as the full size that they were printed. rjudith0 of 0 people found the following

review helpful. Five StarsBy Jeannette WhiteI love Lancme1 of 13 people found the following review helpful. i love lancome and i trust her at all.By A Customeri have been worked for lancome for a period.i love lancome since i knew her because i was confident of the product and proud to be lancome employee when i knew her history.

Showcases the history of this top French cosmetics company. 80 pages 60 color, b/w illus.

Language NotesText: French