



## ELIZABETH ARDEN *FASHION*

Elizabeth Arden (1884-1966) built a cosmetics empire and revolutionized the way cosmetics were perceived and used. Born Florence Nightingale Graham in Woodbridge, Ontario, at the age of 24 she joined her older brother in New York. Although hired as a bookkeeper for E. R. Squibb Pharmaceuticals Company, she learned skin care in their laboratories. After working briefly as a treatment girl for a beauty culturist, in 1909, she formed a partnership with culturist Elizabeth Hubbard. When the partnership dissolved, she created the business name Elizabeth Arden. For the next few years, she trained in beauty and massage techniques in Paris, returning to North America with a collection of cosmetics she had created. With a chemist partner, Arden's scientific approach to cosmetic formulations launched her career as a cosmetics giant. In 1943, she opened a fashion house with designers like Oscar de la Renta. Elizabeth Arden introduced her scientific approach to makeup to North American women, making it acceptable for the everyday woman to wear cosmetics revolutionizing the cosmetics industry. At the height of her career, Arden was one of the wealthiest women in the world.

*The costly materials, along with the lush surfaces of the pearls, are meant to convey the glamour and exotic nature of the cosmetic and fashion industries.*

18K gold, pearls, diamonds (.215ct)  
13 x 20 cm, pearl 4 x 2.5cm