

NAPOLEON PERDIS

Strokes of Genius

We could present you with a bio that details all the facts, figures and dates surrounding Napoleon Perdis' upbringing and education. We could then go on and on at length about how he is one of Australia's greatest international success stories. However, because Napoleon and his outlook on the business of beauty are neither traditional nor conventional, the routine backgrounder wouldn't do him justice.

As is the case with all moving love stories and poignant success stories, they have to start somewhere. Napoleon and his brother Emanuel were brought up in a Greek household in a western suburb of Sydney, Australia. However, old traditions ended there for the makeup maestro. Napoleon didn't yield to his father's demands to train for a "respectable" occupation (businessman, lawyer or doctor). In fact, he knew early on he was going to pursue a career in fashion and use any pressure or judgmental assessment to inspire his creativity and build himself into a vocation with potential to transform lives. Inspiring him all the more was the backdrop of Australia — a country with great cultural diversity and a modern outlook — that he found to be the ideal springboard to create a company with true global reach.

Even though the colorful, charismatic and energetic Napoleon has a most interesting background, if you want to get to know the real man behind the miracles that make up his cosmetics empire, take the time to get to know the people who inspire him:

HELENA RUBENSTEIN

"I believe this Melbourne native was the first person to really understand how to create products that not only produced results, but were packaged in such a way that really played into a woman's décor scheme and lifestyle," he affirms. "She intuitively knew that aesthetic beauty is polysensorial, involving sight, touch and aromas. She infused her products with a mix of clever packaging, product innovation and performance, and the way she made it work created an emotional connection for the customer. She was also the Andy Warhol of the cosmetics world, the way she brought modernity together with old-fashioned glamour in her stores."

RUPERT MURDOCH

"I love the way he understands the concept of commercializing creative business, and how to make creativity available to all in a variety of media," Napoleon notes. "He built a huge media empire from a small outlet in Adelaide, and succeeded by being approachable to new ideas and having a belief system so strong he rocked the establishment."

NAPOLEON'S MOTHER

"My mother was the first face where I saw the splendor of make-up application, the results of skin care and the glamorous effect of fragrance," he says with great affection. "She's the biggest glamour icon in my life. My dad called my mom, 'Cleopatra,' and when she got ready to go out, he referred to her time at the vanity table as 'Operation Christmas Tree.' Mom came from a Greek island that was also an Italian and English colony. She understood makeup and fashion, and took me to department stores with the most incredible displays that would later inspire me to have my own oasis where I could transform and fuse looks."

NAPOLEON'S WIFE AND DAUGHTERS

"My wife is my muse as well as a key player in the company," he says. "The "SMP" Goddess Lipstick was created in her honor. Often it's the products she loves most that also become my biggest sellers around the world. My four daughters, meanwhile, are goddesses in the making."

Beyond those closest to him, you could say that his creative muse is any and every woman, of any age and background and in any part of the world. For this reason, in the span of a decade, Napoleon Perdis has made his mark around the globe with inspirational and customized capsule collections of products that empower women and give them the tools they need to bring the perfect look into their own reality.

"We're about breaking with some traditions to create new ones, and also taking the best beauty ideas from the past and bring them into the 21st century with some innovations on the formulas and packaging that are in keeping with a diversity of lifestyles," Napoleon says. "I take a cross-generational, multi-ethnic approach to beauty rather than one that stresses age reduction. Our company is focused on female empowerment and individuality."

Other Colorful Facts About Napoleon Perdis

Napoleon launched a small makeup studio in Leichhardt, Australia in 1992. The studio enabled him to experiment with his own cosmetics.

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In 1993, Napoleon launched the Napoleon Perdis Makeup Academy to spawn other Napoleon Perdis artists and help achieve a global reach of transforming runway to reality by “bringing out the celebrity in you.” That same year, Perdis launched a capsule collection of skin care products, the Auto Pilot Skin Perfection Collection, to compliment his successful make-up line.

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In 1995, he debuted his first concept store in Sydney, boasting a full Napoleon Perdis line, which included foundation, eye shadows, lipsticks, lip liners and accessories.

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In 2005, he expanded his business into the United States, where he immersed himself in the US culture, followed by Napoleon Perdis Cosmetics’ Canadian launch in March 2006.

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Napoleon Perdis Cosmetics currently has 52 stand-alone concept stores and over 600 point-of-sale locations across Australia and New Zealand. The brand is also sold exclusively at six Saks Fifth Avenue stores in the United States and 50 branches of The Bay in Canada.

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Napoleon Perdis’ rich palette of colors and trans generational approach to makeup has driven the brand into a category all its own. As a self-taught makeup artist, Napoleon values knowledge. While other artists fear sharing information, Napoleon Perdis Cosmetics provides pro-tips on all packaging of products.

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Throughout the development of the brand, color emerged as the Napoleon Perdis trademark. He worked as the makeup artist for weddings and special events, beautifying women of different skin colors and skin types.

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Celebrity fans include Evangeline Lilly, Amanda Bynes, Vanessa Minnillo, Rose McGowan, Paula Abdul, Teri Hatcher, Nicollette Sheridan, Gemma Ward and Raven Simone, among others.

NAPOLEON PERDIS

A Belief System Sure to Make Everybody a Believer!

“Cosmetics is all about self-expression,” affirms Napoleon. “The butterfly is the brand's symbol, which also represents freedom and evolution, thus leading to our five brand beliefs.”

AUSTRALIA'S LEADING MAKE-UP ARTIST

Napoleon is Australia's leading make-up artist, , in the truest sense of the word - especially in terms of editorial, runway and making-up the greatest number of “real women” in that country. It's so important to me that I have worked on so many real women from all backgrounds, and have been able to touch so many lives.

RUNWAY TO REALITY

This represents the “translation” philosophy, which I use and then pass along through my training to my make-up artists. We translate all that is inspiring with celebrities, music videos, runways and magazines to real women in ways that are accessible to everybody.

TREASURE CHEST

A discovery of precious pieces through the capsule collections. Within every collection Napoleon formulates and packages, every woman will find those special, valuable essentials that will become a part of their everyday ritual and give them that regal feeling of confidence and power.

THE “OXFORD” OF MAKE-UP ARTISTRY

This is a philosophy backed by our make-up academy as well as in the pro-tips and educators consumers can access through the purchase of every product. We want to be sure that the academy standard of excellence will last for our consumers and our employees long beyond the visit to our stores and counters, and produce a great result every time.

BRING OUT THE CELEBRITY IN YOU

When a client sits in a Napoleon Perdis chair in our specially designed environments, she is in an oasis where she is the A-List celebrity and can delight in the notion that all the advice, pampering, guidance and beautifying she will be treated to is customized especially for her.

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Walking the Lines

A JOURNEY THAT'S TRANS-GENERATIONAL,
TRANSALANTIC AND TRANSPACIFIC!

Napoleon says emphatically that his company swings in a direction completely opposite of conventional wisdom, creating products and packaging that **appeal to the woman on the street that later get elevated to the runway**. And while cosmetics ads in the last century focused on a young, vulnerable look, he steers towards looks and imagery that shows how cosmetics can further enhance what already makes a woman beautiful at every age.

“From the beginning, I wanted to create products and a retail experience that is all about synergizing things that mean something to the consumer and bringing them all together in an environment that works for her personally,” he points out. “My stores and counters are meant to be a translation house of ideas that each woman can choose individually and bring into her own reality. Every woman has a different reality, and every woman needs different products.”

Napoleon Perdis is not and will never be a one-look range. His lines-within-lines approach brings this vision together with a variety of packaging styles and formulations that allow women to pick products that will not only enable them to customize their look and regime, but also make them feel good from the inside out.

Collection	Raison D’Etre
Classic	With its boudoir-inspired sex appeal and couture-inspired packaging, women have the colors and textures that will inspire them to bring their dream glamour queen self out and into the world.
Light Patrol	Urban, tough-yet-feminine military inspired packaging contains an arsenal of beauty solutions for busy women on the go, heading to the frontlines of style and sophistication.
Auto Pilot <i>“...because not to prime is a crime.”</i> – NAPOLEON PERDIS	Amelia Earhart, one of the most enlightened women of her time, is the inspiration for this go-everywhere line of primers, preparing its users for take-off with skin-enhancing elements that provide a smoother landing for color and foundation.
DéVine Goddess	From its lavish 50s Hollywood packaging to its lush, vibrant hues, Goddess is a celebration of energy and female beauty. Inspired by ancient goddesses, these are lipsticks that make a statement.
China Doll	She is a screen goddess of the 1920's. She is flawless, pristine and perfect in both complexion and demeanor. She is a porcelain beauty with features that reflect a glamorous fascination with the orient. She is the epitome of elegance – luminescent and glowing yet velvety smooth to touch. She is a modern girl, infatuated with the world of old Hollywood glamour, film noir and decadence. She is Napoleon Perdis' China Doll.
Tools of the Trade	Not just brushes and applicators! These essentials bridge all of the lines together as well as solidify an emotional connection between our artists and consumers who turn to them for guidance.

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Real to Reel to Real

There are as many ways to bring Napoleon Perdis into any woman's life as there are individual personalities. Since the entire collection is, by design, customizable to any lifestyle, answers to the most common beauty questions and more specific inquiries are as close as the Napoleon Perdis counter, store or web site. Better still, Napoleon's solutions are the sort you can put to work for you right now!

I want to...	Napoleon's Solution	Why it works...
<i>Make myself look thinner.</i>	Light Patrol	It allows you to highlight areas that will enhance your prominent features and contour areas you want to de-emphasize, such as full cheeks or jowels.
<i>Enhance what I've got as a woman of color:</i> - African American - Asian - Latina - Mediterranean/Middle Eastern	Have the foundation customized to you. Have the make-up artist also customize eye shadows to further reflect the natural beauty of your skin	Think of foundation in terms of lingerie – getting the basics right – and the eye shadows in terms of picking the right dress.
<i>Stop being a make-up virgin...ENLIGHTEN ME!</i>	Mascara and Lipstick	Mascara opens up the eyes—the windows to your soul—and lipstick empowers you and psychologically prepares you to add more make-up and complete your story!
<i>Get back to my pre-pregnancy state...HELP!</i>	Camera Finish	"Get paparazzi-ready for your close-up!" Camera Finish is a foundation, powder and concealer all in one, allowing you to be fully dressed in a flash.
<i>Get that right look for my upcoming vacation.</i>	Barely Blushing and Bronze Luminizer	Barely Blushing evokes the flush of post coital bliss, while the Bronze Luminizer brings forth the glow of sunshine and health.

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I want to...	Napoleon's Solution	Why it works...
<i>Discover a new palette that goes with my new haircolor.</i>	Napoleon Perdis Express Make-Over	In 35 minutes, a Napoleon Perdis professional will customize the look to match your crowning glory.
<i>Find a new "tried-and-true" for who I am now, as the old one no longer fits.</i>	Auto Pilot Dream Cream	Dream Cream is like a light switch with light technology that will infuse your foundation with a feeling of freshness as well as act as a primer. It is also anti-aging!
<i>Differentiate between make-up that:</i> - Whispers - Talks - SCREAMS!	Whispers : Concealer Talks : China Doll Foundation SCREAMS! : China Doll gel liner in Equinox	Concealer is subtle and hides flaws without making you look overly made-up. China Doll Foundation allows you to rule the dynasty and bring forward the face you want. Gel liner gives you that smoky eye your runway model alter ego has always wanted.
<i>In the wake of my divorce/separation, boost my confidence.</i>	DéVine Goddess lipstick in Aphrodite	Aphrodite was the goddess of love, and the pure red hue is a real show stopper!
<i>Develop a foundation of knowledge when it comes to picking a foundation as my skin changes seasonally and annually.</i>	Auto Pilot Primer + China Doll Foundation	Not to prime IS a crime, so apply foundation ONLY in the middle area of the face, blending it to nothing in the jawline, and applying NO foundation on the forehead. Auto Pilot will do the rest as primer. Trust me on this!
<i>Even out sunspots and prevent new ones from occurring.</i>	Stick Foundation	It has medium coverage as well as a sun protection factor.
<i>Stop my blush from fading out completely by mid-afternoon.</i>	Barely Blushing	It is a gel blusher, and therefore doesn't fade like powder.
<i>Have my lipstick or eye shadow make my eye color look more intense.</i>	Tools of the Trade Brushes	The secret to every make-up artist's success. If you apply make-up with the correct tools it will last all day...guaranteed!

I want to...	Napoleon's Solution	Why it works...
<i>Look more awake and energized all day!</i>	Peep Show mascara in Madame Curl Curl	This mascara curls your lashes in such a way that gives you that truly "awake" look!
<i>Blend the dryer areas and oilier areas of my face together seamlessly.</i>	Auto Pilot	This line evens out the skin and prepares it for any look in any situation. It's perfect for combination skin!
<i>To put together a mini-kit of looks for my handbag that I can count on in any situation-day to dinner.</i>	Camera Finish, Lip Lacquer, Mosaic Blushing Powder and Peep Show mascara in Madame Fantasia	This combination of products will take you from day to evening, is multi-purpose and looks after the entire face.
<i>Create the perfect kit of all purpose essentials for overseas travel</i>	Auto Pilot Jet Set and Lip Service, Long Black Mascara, China Doll and Color Veil	These are all multi-functional and appropriate for any climate.

NAPOLEON PERDIS

Getting Ready for Our Close-up in Hollywood!

“The only place where we could have a U.S. flagship store like the one we are creating is in Hollywood and on Hollywood Boulevard,” declares Napoleon Perdis. “We chose this location because of the fact that as the street becomes revitalized, it really epitomizes the idea of celebrating what makes America such a great place. With its comeback in full swing, its energy is amazing. In keeping with Hollywood Boulevard itself, we are offering services that represents the very best of old and new forms of glamour and pampering.”

Though modern by nature, Napoleon gets his inspiration from legendary make-up and beauty pioneers such as Max Factor, who reigned supreme on Hollywood Boulevard during cinema’s mid-20th Century heyday. Factor and his peers created some of the most influential movie star looks that, naturally, took ablaze and spread around the world. Furthermore, innovative techniques, celebrity endorsements and higher quality ingredients made Hollywood glamour a reality for women everywhere. From Rosebud Lips and the Cupid’s Bow lipstick in the Twenties to Hunter’s Bow lips for Joan Crawford in the Thirties to false eyelashes, the possibilities and the potential were endless. The beauty stores and salons served as living laboratories that brought women’s dreams and empowerment to life through products and pampering.

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While the Hollywood Boulevard store will bring those historical traditions into the 21st century, it will also boast the celebrated products and pampering service synonymous with Napoleon Perdis. The flagship store is the ultimate beauty destination that must be experienced to be believed:

Napoleon Perdis' newest store will be the first retailer to be an ultimate full-service cosmetics destination in more than 50 years. The last store to have that distinction was Max Factor, which closed in 1935. Like his legendary predecessor, the store will provide the kind of pampering and personal attention of cosmetics shops during Hollywood's "Golden Age."

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There will be more than 4,000 square feet of retail and service space, along with "academy" classes for both industry pros and consumers who want to use their own Napoleon Perdis cosmetics to full effect.

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Napoleon explains that this store will not be a spa in the traditional sense. Rather, it will be a true **destination for makeovers**. While professionals guide women through a make-over, they can enjoy manicures and pedicures, receive a neck-and-shoulder massage or aromatherapy using techniques from Korea.

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This store will also offer lymphatic draining and other kinds of pampering that will sculpture and prepare your face for the camera or any special occasion.

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The Hollywood flagship will feature high-fashion styling pieces with rich textured elements and lineal motifs including vintage lamps and stools, rugs featuring pure wool from Australia and New Zealand and statement-making chandeliers hung from a high-gloss, ornate, white baroque ceiling. Napoleon Perdis Cosmetics' full color line will be on display, illuminated by a soft glow of diffused white light.

"While there were other 'golden ages' of beauty that have faded into memory, we hope to start a new one in this store," says Napoleon. "Our goal is to make it a kind of oasis that will allow women to rediscover those eras and connect them to their modern lives."