

UNITED KINGDOM

CEW

*BE INSPIRED
HONOUR TONIGHT'S
ACHIEVERS
SUPPORT TOMORROW'S
LEADERS*



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The world may have changed. Our commitment hasn't.

In uncertain times, one thing is certain. You need someone by your side with the solutions, vision and resources to see you through.



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**CONGRATULATIONS
TO ALL THE 2020
CEW ACHIEVER
AWARD RECIPIENTS.**

*We honour your talent and
drive, your accomplishments, and
your overall contribution to
our industry.*



Unilever

BEAUTY &
PERSONAL CARE





CAROLINE NEVILLE MBE
CEW PRESIDENT

As each day runs into the next during the monotony of Covid, it is important to keep perspective and be productive. While I have disciplined myself to every day dealing with a lengthening list of tasks, some unfortunately get missed. So I apologise to those I have not managed to respond to. I hope we can meet soon, in better and real times, at some stylish event that will lift all our spirits.

“Members who might not otherwise have met are helping each other to advance their careers and lives”

This has become the year of digital, and even I have learnt to embrace technology and pivot to the virtual realm – my web cam for Zoom calls has been revolutionary and captures my best angles too! More than realising the potential of technology, in 2020 I have appreciated the true power of “community”, and the support and comfort that CEW brings to its members.

I have learnt how priceless a word of encouragement can be, how vital introductions to a network of support are, and how taking the time to help a colleague in need is the most valuable hour of the day. Listening to someone who has lost their job and seeing what can be done via our CEW network is something we all embrace with the knowledge that one day it could be reciprocated. Members who might not otherwise have met are helping each other to advance their careers

and lives. It is times like this that we see the true mettle and character of the individual, and the organisation.

Our continued support of women's health in the workplace via The Eve Appeal and Get Lippy Programme in 2020 further demonstrates the real strength of CEW and our ability to help women in a time of such personal distress and uncertainty. This has always been at the heart of our mission statement and during this year, that support has never been more important.

I want to congratulate our outstanding Achievers this year. It's no secret that the Achiever Awards are my favourite event in our CEW calendar because apart from peer recognition of our women and men, it also involves the recipients' families, who are as much a part of their success stories. When I see the outstanding recipients of our Awards I believe we have created an unrivalled award to be proud of. Launched in 2002 it continues to go from strength to strength.

A huge thanks must go to Sallie and her team at CEW for getting everything together so professionally during what has been an incredibly challenging year. It's not easy to create champagne ambience during a pandemic, a beautiful memento brochure for our Achievers and a unique Achiever gift which everyone will receive, all in the teeth of a global crisis.

I also thank all of the sponsors, supporters and friends of CEW who have partnered with us throughout the year. It is never taken for granted and we are incredibly grateful especially this year.



And finally, you might ask why is there a shot of three adorable little dogs gracing my piece this year. These three little dogs Violet, Maple and Judy, all rescued from cruel circumstances and tougher times, have helped to cheer me up when I have been isolating in the house, working away or on a rare walk in the park with my husband as lockdown eased. I know so many of you in the industry have pets and I think they deserve an award for keeping us all sane don't you? Perhaps 2021!

It only leaves me to say take care of each other, have a safe and wonderful Christmas with your family and friends and here's to new beginnings in 2021.

CAROLINE NEVILLE MBE
CEW President



pai

pai MEANS Trust

We're here to give you happy, healthy skin you feel confident in.

When I struggled with my skin, I wish I'd had someone to talk to and organic products I felt sure were the real deal.

It's why we offer free skin coaching and independently patch test and certify all of our range giving you products you can really trust.

We still create and manufacture our own products too so we're in complete control.

Sarah

Sarah Brown, Founder



PAI. MADE BY US.
INDEPENDENTLY CERTIFIED.
GOODNESS BUILT IN.



To each and every one of our brand partners who've joined us during this unprecedented year.



We wish you all a merry Christmas and good luck for 2021.

Thank you for this **very** moment



VASILIKI PETROU
CEW CHAIRWOMAN

“If we thought the beauty industry was powerful then, this year it has been proven on an incredible scale”

Every year, the CEW Achiever Awards serve as a great reminder of the inspiring, creative and successful industry we all belong to. And what a year 2020 has been! Just 12 months ago I stood on the stage at the beautiful Rosewood Hotel and praised the beauty industry for coming together on so many important issues. Little did we know what 2020 would have in store for us and if we thought the beauty industry was powerful then, this year it has been proven on an incredible scale.

The beauty industry has been challenged in a way we have never experienced before. And while we must absolutely respect the restrictions in place for safety, I'm so proud of the way the industry came together in order to ensure our voices were heard. Our industry is worth £28 billion to the UK economy, and what we offer to our consumers is so much more than just skin deep. The Beauty Backed initiative was proof of what we can achieve when we work together.

This pandemic has made one thing very clear – brands who will not only survive but thrive are the ones who continue to be a force of good for their people and their communities. We live in a world where consumer accountability is high, and those who stand out will be the ones who keep their social mission at the very core of all their choices. We can offer a safe space for our communities, a place for escapism, and a moment of joy when it is needed the most.

We don't know what 2021 will have in store for us, but I think if 2020 has shown us anything it's that as an industry we are a force to be reckoned with when we collaborate. When it comes to purpose and values we must all work hand in hand. There is no place for competition when it comes to doing what is right.

You will see as you discover our Award winners that they all have a few key attributes in common. They are passionate in doing the right thing, they boldly use their voices to influence change and they challenge beauty and societal norms. Together they embody everything the industry should be about.

So to Laura Tudor, Alexia Inge, Dr. Ateh Jewel, Funmi Fetto, Trinny Woodall and her brand Trinny London, Alan Jope and Elizabeth Hurley – I simply say thank you. Thank you for continuing to passionately stand for what matters. It is through your voices and brands that we can continue to lead the beauty industry in the direction of positive change.

VASILIKI PETROU
CEW Chairwoman

WE CANNOT
DIRECT THE WIND,
BUT WE CAN
ADJUST THE SAILS.

Dolly Parton

Congratulations to this year's CEW Achievers
in what has been an unforgettable year.

We had the pleasure of working with the Future Beauty Labs
and Invincible Brands teams on their transactions in 2020.
Baylor Klein are proud to be part of this dynamic community.

**Baylor
Klein**

M&A AND STRATEGIC ADVISORY
FOR BEAUTY BRAND OWNERS

BAYLORKLEIN.COM



SALLIE BERKEREY
CEW MANAGING DIRECTOR

What a year we have had since we were all together at The Rosewood to celebrate our 2019 Achievers.

Certainly as we ended 2019 we had no idea what was around the corner and as our Chairwoman Vasiliki has said, whilst incredibly challenging, this year has proven that as an industry we are collaborative, creative and resilient.

Since joining CEW last year, I have been truly inspired by the variety of businesses that CEW connects with – established brands, start-ups and founders, independent brands, retailers and retail specialists, investors, formulators, PRs, packaging experts, brand consultancies, recruitment and training specialists, legal experts, the list goes on. And we are committed to developing a diverse, vibrant community and event programme to meet the evolving needs of our membership.

We are the UK's largest professional, business to business beauty organisation, spanning all categories of the industry and our role is to connect and empower members, driving their ideas and businesses forward which benefits the industry as a whole. We give our members exclusive access to the beauty industry's most influential decision-makers and shine a light on emerging talent and businesses via our varied calendar of events.

*“As an industry
we are
collaborative,
creative and
resilient”*

We had a packed calendar of events and programmes planned for 2020 but this of course came to an abrupt halt in March. We have worked hard since then to support our members, and to date have provided over 30 virtual events covering a wide range of topics, most recently launching our Founder Series with Dr. Maryam Zamani in conversation with industry expert and 2019 Achiever, Caroline Hirons.

We are continually evolving our programme and event offering to remain at the forefront of your business needs and will look forward to sharing our 2021 plans in due course.

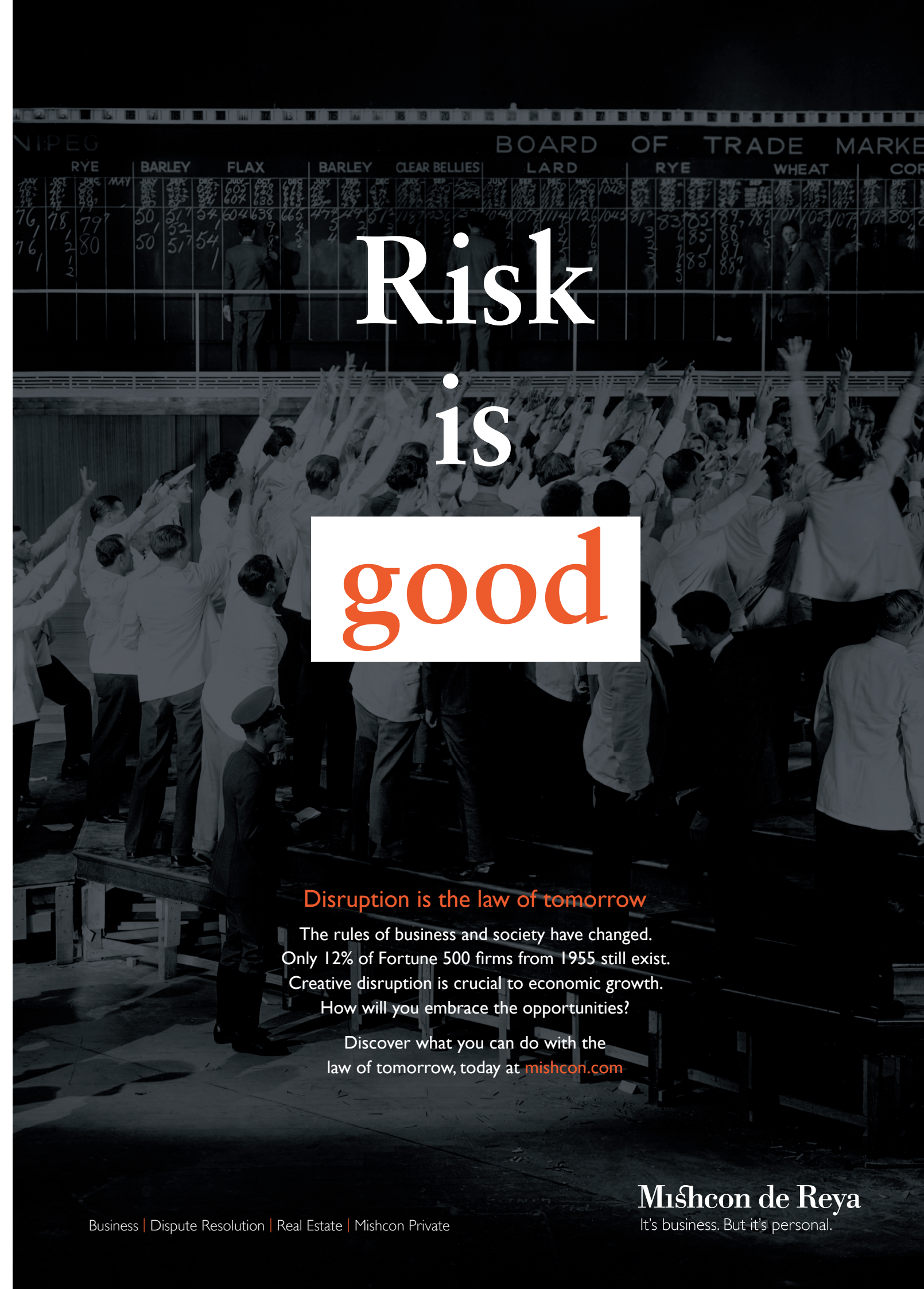
There are so many people whose tremendous contribution deserves to be recognised in 2020, that they merit their very own awards. Firstly, makeup artist and beauty expert, Caroline Barnes, who launched NHS Morale Boost back in April, which was a wonderful initiative supported by so many industry professionals to support NHS workers, then, of course, the team behind Beauty Backed which has raised significant funding for the Hair and Beauty Charity which supports beauty professionals. Thirdly, the continued outstanding work of CEW Achievers Sali Hughes and Jo Jones for Beauty Banks, and others such as MPs Carolyn Harris and Judith Cummins who have worked tirelessly to support the beauty industry in Parliament through the year and journalists such as Sonia Haria who have highlighted the importance of the beauty industry so powerfully in the media.

Last but by no means least, we must not forget the many beauty and personal care businesses who produced and continue to produce hand sanitisers and care products for frontline workers and who, along with retailers and many other suppliers to the beauty industry, have also raised funds for charities and causes that have been hard hit during the pandemic.

Congratulations to all of the winners, I am so thrilled we can celebrate your success and contribution to the beauty industry in this way and very much hope to celebrate in person with you when we are permitted to do so next year.

As I say each week in the newsletter – this is *your* CEW and I am always very happy to hear from you, so please do keep in touch.

SALLIE BERKEREY
CEW Managing Director



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good

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Creative disruption is crucial to economic growth.
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- Enjoy continuous learning and competitive advantages
- Post and search for roles in the industry with no fees
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AMAZON BEAUTY

Celebrating the innovation and excellence
of the 2020 CEW Achievers.



CONGRATULATES THE 2020 ACHIEVERS



LIFETIME
ACHIEVER



ELIZABETH HURLEY
GLOBAL AMBASSADOR
THE ESTÉE LAUDER COMPANIES'
BREAST CANCER CAMPAIGN

SPECIAL INDUSTRY
AWARD



ALAN JOPE
CEO, UNILEVER

ACHIEVERS



ALEXIA INGE
CO-FOUNDER & CO-CEO,
CULT BEAUTY



DR. ATEH JEWEL
JOURNALIST &
DIVERSITY ADVOCATE



FUNMI FETTO
CONTRIBUTING EDITOR,
BRITISH VOGUE



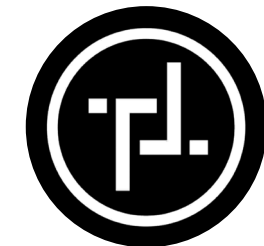
TRINNY WOODALL
FOUNDER & CEO,
TRINNY LONDON

YOUNG
ACHIEVER
AWARD



LAURA TUDOR
FOUNDER, CENTRED

DIGITAL
INNOVATION
AWARD



TRINNY LONDON



BEAUTY FOR AN AUDIENCE OF ONE

On the second day of lockdown I put my make-up bag in a far corner cupboard in the bathroom. It's the sort of cupboard that has become the resting place for the various bits of driftwood that have passed through my life. There are straighteners from the late-oughties; dozens of crinkly-stacked muslin facial clothes from the 12-step cleansing years as well as multiple untouched hair dyes and nail varnishes, whose 'perky' colours suggest a period of mild (though ultimately thwarted) beauty rebellion. Why the make-up bag found itself in there was simple: lockdown meant not seeing another soul for some time. And so, I suppose, in some deep unconscious way, I must have questioned the purpose of getting all made up with nowhere to go. After all, does beauty exist if there is no-one to witness it?

I wasn't alone by the way. In those early days of house arrest, dozens of faces - mainly colleagues, but friends and family members too, appeared on Zoom calls unburdened from the shackles of foundation, mascara and lipstick. Just as we felt a new-found closeness with our colleagues through the home backdrops we spied through our computer screens, there was something similarly intimate about seeing another woman without a wall of make-up. Over the following weeks, trussed down in our elasticated trousers and bare-faced newness, we felt emancipated, yes, but also shocked at how quickly a global virus had lifted us out of a lifetime of unconscious suppliance. Ever since we entered the school playground we have known, deep down, the power beauty holds within the social tribe. Take away the tribe however, and its power appeared to wither, like Samson without his hair. And so, we all wondered, where would that leave our relationship with beauty?

And yet, something strange happened. We did not, as many believed we would, throw beauty to the curb. On ELLE's digital channels, it was DIY facemasks that week after week the world appeared to be reading. A global retailer I talked to confided that hair products and fragrance sales were positively exploding across the globe. As for YouTube, their most popular video in those dark, early days was how to make Botox out of

a banana. It wasn't so much that our interest in beauty had bolted exactly, it simply took a different path. Alone, free from the prying eyes of the world, beauty felt less a chore and more a choice. And that choice was clear: we needed beauty to do something other than make us look good.

About a month into lockdown I started to see it myself. Every morning before I sat down to work a new ritual started to emerge: a spritz of perfume, a gentle buff of my nails, a loving ritualistic comb of my hair. Though few could smell me (unless you count the dogs and the husband, all of whose scent receptors appear to have been switched off at birth) and no one had seen my hands since March it didn't matter. A drift of Penhaligon's Artemisia made me feel as smart and pulled together as a Celine jacket. Pink, glossy nails gave me the illusion of control. A mane of artfully brushed hair felt as warm and comforting as a cashmere blanket. My demands from beauty, when confined to an audience of one, were very different to what I had been led to believe my entire life.

Though we purport to arrange ourselves for our eyes only - how many times have you told yourself, and others, that you 'dress only for yourself?'; it is almost impossible to know whether this is true unless you take away the world around you. Perhaps one of Covid's only achievements then is that it has allowed us, perhaps for the first time in history, to see how that feels. So much time alone, without an audience, has given us all the opportunity to see what really counts. And beauty, it turns out, counts very much.

It is often said that the beauty world is consumed only with surface. But what this strange period has taught us all, is that it is the very opposite. Beauty is not just skin deep. During one of the toughest years of our lives, it is beauty that has provided a balm for our battered souls; beauty that has been our comforter behind closed doors and beauty that has found a new place in our hearts.

*"We needed beauty
to do something
other than make
us look good"*

FARRAH STORR
Editor-in-Chief
ELLE UK

The *Beauty* of Hearst

Our trusted iconic brands create premium, purposeful beauty content that helps our audiences and partners get more out of life. We have some of the most authoritative beauty experts in the industry, celebrating beauty in its most positive form. At Hearst we reach key consumers at scale, offering our beauty partners dynamic integrated solutions across our network of powerful brands. Get in touch to find out how we can support your brand's objectives.

BAZAAR

ELLE

COSMOPOLITAN

Good Housekeeping

Red

Women'sHealth

prima

Esquire

Men'sHealth

HEARST

To find out more see hearst.co.uk/sectors/beauty



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CEW UK
BEAUTY AWARD
WINNER
2020

Good Housekeeping
Institute
APPROVED 2020

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beauty

2020
LIFETIME
ACHIEVER



ELIZABETH
HURLEY



Left: Elizabeth Hurley visits Brighton and Sussex Medical School to discuss Estée Lauder Companies-funded Breast Cancer Research Foundation UK research.

GLOBAL AMBASSADOR
for The Estée Lauder Companies' Breast Cancer Campaign

In addition to serving as the Global Ambassador for The Estée Lauder Companies' Breast Cancer Campaign, Elizabeth Hurley is an actor, model, swimwear designer, farmer, and mother.

Since signing as an Estée Lauder spokesmodel in 1995, she has embodied the late Evelyn H. Lauder's passion for spreading awareness by speaking openly about breast health and raising funds globally to find a cure.

How did you start your career in beauty?

I was flown to New York in late 1994 to be tested to be the new 'Estée Lauder girl'. I'd never modelled in my life and it was an extraordinary experience. I got the job and now, 25 years later, still have it. It was quite simply life changing.

What's the best advice you've ever been given?

Leonard Lauder told me the best way to learn was to listen; I've become an avid listener and have learnt a lot.

"Leonard Lauder told me the best way to learn was to listen"



Estée Lauder products supporting the Pink Ribbon campaign

Who or what inspires you?
Evelyn Lauder founded the Breast Cancer Research Foundation and The Estée Lauder Companies Breast Cancer Campaign and changed everything. Her vision and passion for us to live in a breast cancer-free world inspires me every day.

What are your three beauty product essentials?
Serum - I use Estée Lauder Advanced Night Repair
Moisturiser - I use La Mer's Soft Lotion
Eye Cream - I use La Mer's Eye Concentrate

Who would be at your dream beauty industry dinner party?
Just Leonard Lauder and me. I have the best conversations with him and I like him all to myself.

ESTÉE LAUDER COMPANIES
BREAST CANCER CAMPAIGN

CONGRATULATIONS ALAN

on winning the CEW 2020
Special Industry Achiever Award.

We celebrate Alan's outstanding contribution to the industry, his passion for sustainability and his drive for inclusivity. Alan continues to lead our company and the wider industry with honesty, authenticity and care.

**From all of us at Unilever Beauty & Personal Care,
we are proud of this recognition and
to work alongside Alan to support others and
shape the future of beauty together.**



Unilever

BEAUTY &
PERSONAL CARE



2020
SPECIAL
INDUSTRY
AWARD



ALAN JOPE

CHIEF EXECUTIVE OFFICER
of Unilever

Alan was appointed Chief Executive Officer in January 2019. As CEO of Unilever, Alan is responsible for leading one of the world's largest and most geographically diverse consumer goods businesses, with presence in 190 countries. Alan joined Unilever in the UK in 1985. Before being appointed as CEO, he served as President of Unilever's Beauty & Personal Care Division from 2014. He also worked in leadership roles in North America for 14 years and Asia for 13 years. When leading Unilever's business in China, Alan doubled its size and laid important foundations for future success.

How have the events of this year changed the nature of how we do business?

We've experienced a perfect storm of crises: a health crisis, on top of a social equity crisis, leading to an economic crisis, all of which could be overshadowed by the climate emergency. This has resulted in huge – and we expect lasting – changes in consumer habits. We're seeing an increase in wellness interest and conscious consumption, and, of course, an acceleration of people shopping online. One thing that doesn't change is Unilever's commitment to sustainability and responsible business. People are looking even more to companies and brands to play a role in addressing the big challenges in the world, taking responsibility for their social and environmental impact. It's no longer enough to have excellent products and brands; it's now critical that these brands are having a positive impact on society and the environment.

Name three things you'd like to achieve in the next year.

Firstly, I would like to see more of our brands continuing to drive their purposeful work. We know that brands that have a purpose do better, and I also take pride in thinking that we're making a difference.

Secondly, I'd like us to make continued progress on inclusion and diversity. I'm taking personal accountability to ensure we don't take our foot off the pedal in our



Clockwise from top: With my wife Rosie, with purpose-led brand The Right To Shower, taking part in The World's Big Sleepout to raise money for homelessness; with my son Angus on a hike; Rugby set a lot of important values.



“We know that brands that have a purpose do better, and I also take pride in thinking that we're making a difference”

work on advancing gender, LGBTQI+, disability, and racial equity.

And the third thing I'd like to achieve – on a more personal note – is more face-to-face family time. Our kids are living in Scotland, Ireland, and Canada and we have not seen as much of them this year as I would have liked.

What do you attribute your success to?

To be honest, I don't know how to answer this question. I think it is meant to be about becoming senior in a big company. But I define my successes in life as having a great family and some really special friends. Success to me is a rich life well-lived. The experiences of working and living in many countries, adventures traveling in remote places, and lasting work relationships are much more important to me than hierarchical success in the organisation. But on that point, I've always been more focused on trying to do a good job in whatever role I had at that time than in thinking about my next role. There does seem to be a paradox... the more people focus on organisational advancement, the less likely it is to happen.

What is one piece of advice you would give to someone starting their career in the beauty industry?

Gather wide experiences early in your career. There are many opportunities to specialise or go deep later. Try to learn the different elements of the business: design, product development, sales, supply chain, finance, and so on. There will be a few people who are born to specialise, but most of us benefit from broadening our perspective. Oh, and on that note, spend time with people who are not like you, be kind, and treat others with respect.

What do you think will be the next beauty industry gamechanger?

Two things... purpose in brands and the biotech revolution. Having a purpose and making a positive impact for people and the planet is a gamechanger. People today – especially younger people – are demanding brands to be accountable, transparent and authentic. True purposeful brands must base their communication on strong, real world action. Marry that with the scientific miracles that are being made possible by advances in biotechnology and the industry has an incredibly exciting, and rewarding, future ahead of it.

2020
ACHIEVER
AWARD



ALEXIA INGE

CO-FOUNDER & CO-CEO
of Cult Beauty

Alexia co-founded Cult Beauty in 2008 and has stood at the helm as Co-CEO for the last seven years. Under Alexia's co-leadership Cult Beauty has become the place to go for beauty discovery and incubating indie trends. Alexia was recently co-awarded Business Leader of the Year by The Sunday Times Fast Track and was listed by WWD as one of the 50 most forward-thinking executives shaping the future of the beauty industry in 2019.

How did you start your career in beauty?

I've always been a beauty obsessive, ever since my catwalk days when I experienced its power to transform me from a normal looking person, into this ethereal and unrecognisable thing we call a 'model'. I also gained access to some of the best advice in the business backstage at shows and on shoots. After I broke my back in a car accident, I moved into fashion journalism and then fashion and beauty PR. Just before my 30th birthday I was beckoned by the enticing siren of entrepreneurship.

What's the best advice you've ever been given?

It was in the very early days of the business, when Jess and I were doing everything in our power to project Cult Beauty as this huge company, like Wizards of Oz with holes in our shoes.

The president of Free People, who happened to be a customer, offered us a mentoring session. When she saw our backstage, she asked us, 'Why are you pretending to be this big faceless corporation?' we both looked at the floor, 'sort of, fake it till you make it...' was our answer.

Meg said, "I have no idea why because that is your strength. When a customer calls up they are talking to the founder, that's the best customer service in the world. Celebrate your human scale, it's what all the big corporates are so desperately appearing to be."

Big, small, agile, solid, every good business has a superpower that differentiates it from the pack, it's essential to work out what that is and project it!



"Every good business has a superpower that differentiates it from the pack"

Who or what inspires you?

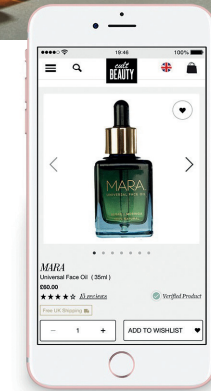
I'm inspired by people with the courage to speak up against a tsunami of popular opinion when it's destructive or wrong, and the ability to tell really good jokes. So, I'd say Ruth Bader Ginsburg and Michaela Coel on both counts.

What are your three beauty product essentials?

Therapie Cherish Body Serum
Virtue Recovery Conditioner
MV Skintherapy 9-Oil Radiance Tonic



Above: Sali Hughes' Cult Beauty Box. From indie unknowns to the celebrated stars, we've always collaborated with the best in Beauty. Our favourite partnership of 2020 was a Cult Beauty Box with the legend, Sali Hughes. Left: The Cult Beauty Advent Calendar sells out in a matter of hours every year, this year's one was particularly special because of our collaboration to raise money for Beauty Banks.



Above and left: I'm exceedingly proud of our 'Cult Conscious' initiative, the first in the industry to use blockchain to verify brand claims, ingredients and sustainability. It's pioneering the next-generation in brand transparency.

Who would be at your dream beauty industry dinner party?

- Pat McGrath
- Kebyn Aucoin
- Drew Barrymore
- Marcia Kilgore
- Rihanna
- Mazdack Rassi
- John Demsey
- Bernard Arnault
- Cindy Crawford's aesthetician / cosmetic surgeon (so I can grill them)

What do you attribute your success to?

Collaboration, building a fantastic team, business agility and having a clear mission that chimes with the zeitgeist. Oh, and a huge dollop of good timing and luck!



2020
ACHIEVER
AWARD

DR. ATEH JEWEL

JOURNALIST & DIVERSITY ADVOCATE

Dr. Ateh Jewel has been in the industry for 19 years, specialising in beauty, social commentary and campaigning for more diversity in the beauty industry. She has written for multiple titles, has an award winning blog, jeweltonesbeauty.com, aimed at men and women with darker skin tones, runs a successful digital production company and is also developing her own range of foundation and colour cosmetics for POC.

How did you start your career in Beauty?
I've always loved beauty and grew up watching MGM films and technicolour musicals. I studied history at university and knew I wanted to put my passions together, beauty and writing, and realised this was actually a real job! I started my career with the amazing Carmel Allen at InStyle, I then worked at Tatler and went freelance when I was about 23 or 24 writing for Sunday Times Style, Daily Mail, Guardian weekend magazine, Grazia, Vogue, Red magazine – I was a Marie Claire columnist and many more.

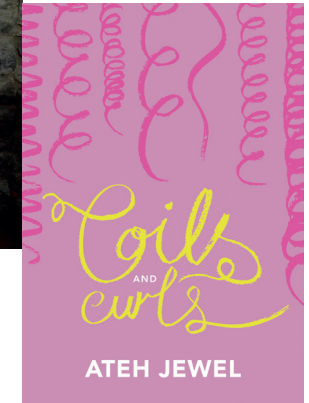
What's the best advice you've ever been given?
Make your hobby your job and you will never feel like you're working.

Who or what inspires you?
It was hard having no role models who looked like me in the industry so I would self-motivate by saying I want to be inspired by the person I will be in 10 years' time...

What are your three product essentials?
Great facial cleanser.
Great face / body oil.
Great hair conditioner.
That's unfair, just 3!



Clockwise from top: Space NK x Ateh Jewel – The Glow Box; my new book coming out in March, will be available on iTunes and Amazon; my beauty brand logo; my new headband collaboration.



Who would be at your dream beauty industry dinner party?
All the artists and creatives who are already in our amazing industry.

What is one piece of advice you would give to someone starting their career in the beauty industry?
It's a last man / woman standing game. Whoever wants it more will get it. You have to be spiritually and physically tough as it's a dream job – you will have to fight to take up your space.

“People are now committed to diversity and inclusion in a way I have never felt or seen before”



Name three things you'd like to achieve in the next year?

1. The successful launch of Ateh Jewel Beauty with my foundation, blush, lip balm and beyond.

2. To make a difference with BLM and the creation of my Dr. Ateh Jewel Education Fund, helping black students in higher education so they reach the boardroom and make real change.

3. To be happy, healthy and contented.

What do you attribute your success to?

Self-belief and I have something to say.

How have the events of this year changed the nature of how we do business?

I think everyone has woken up and seen the invisible barriers that I have always felt. People are now committed to diversity and inclusion in a way I have never felt or seen before. We also realise how much beauty means to us in terms of self-care and wellness.

What do you think will be the next beauty industry gamechanger?

Ateh Jewel Beauty!!!!



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IN THIS YEAR'S
CEW ACHIEVER
AWARDS

Evening Standard

ES Magazine
MAGAZINE OF THE YEAR

Photographer: Thomas Cooksey





2020
ACHIEVER
AWARD

FUNMI FETTO

CONTRIBUTING EDITOR
at British Vogue

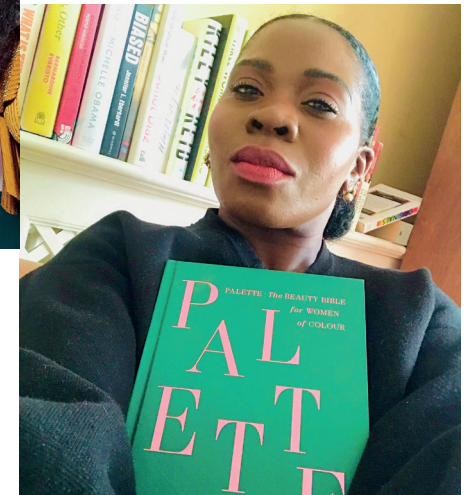
In Funmi's 20 years' experience as a fashion and beauty journalist, she has also written and worked for many publications including The Sunday Times, Harper's Bazaar, The Telegraph, Guardian, ELLE, Glamour, Marie Claire, Tatler and various international editions of Vogue. Funmi also consults for a plethora of global beauty brands and has chaired and spoken on numerous panels covering topics relating to beauty, fashion, identity, race and journalism.

How did you start your career in beauty?
My foray into beauty was unplanned. I started in fashion journalism. This however only came about because I quit my job as a part qualified accountant and began an internship at ELLE working in the fashion cupboard. From there I went on to Sunday Times Style and then the Telegraph after which I landed my first proper permanent role at Harper's Bazaar. Once I left there, I went freelance and began writing for Vogue – British as well as international editions. I then joined InStyle as the Accessories Editor, wrote a book on vintage fashion after which I left to go freelance again and turned my hand to a myriad of genres – one of which was beauty. Later I was offered beauty specific roles covering the Beauty Director roles at both Tatler and Vogue... It's interesting because early in my career, I had never considered writing about beauty. Not because I wasn't interested in beauty but because beauty never spoke to people who looked like me. My decision to focus on beauty writing came down to two things: I was frustrated seeing beauty pages that were patronising and inane. I wanted to bring about a level of representation that had yet to be seen. But that was never the plan. That I work in beauty is still a source of amusement to me.

What's the best advice you have ever been given?
I've been given so much advice over the years – too many to recall but there are some that come to mind regularly. Dress for the job you are going to, not for the one you are in. Don't use three words when you could use one. Read widely. Wear sunscreen.



Left: At the launch of my book Palette.



*“Have a voice.
Have a point of
view. Don't try to be
like anyone else”*

Who or what inspires you?
I am fascinated by the inspiration that comes from really mundane things and things we take for granted. I do find a lot of inspiration in books – fiction and non-fiction. I also am inspired by stories of hugely successful entrepreneurs and companies. I like a success story.

What are your three beauty product essentials
Can I have four? Sunscreen, body cream/oil, hair moisturiser and lipstick.

Who would be at your dream beauty industry dinner party?
I think my dream beauty industry dinner will be not just with the beauty industry but people who are intent on reshaping what 'beauty' looks like. People like Whembley Sewell, Pharrell, Maxine Leonard, Olamide Olowe and Claudia Teng of Topicals, Noelly Michoux of 4.5.6 Skin, Emily Weiss, Jazzelle Zanaughtti, Gina Tonic and Chloe Sheppard of The Fat Zine, Alessandro Michele... these people are interesting to me.

What is one piece of advice you would give to someone starting their career in the beauty industry?
Have a voice. Have a point of view. Don't try to be like anyone else. Be curious about your subject. Read widely.

Name three things you would like to achieve in the next year?
I'm working on another book – no, not Palette Part 2! – and have another big project that I can't say too much about right now but if I can achieve both those things and keep my sanity, I'll be very happy indeed.

What do you attribute your success to?
My Christian faith. It is the air I breathe.

How have the events of this year changed the nature of how we do business?
I think this year both the pandemic and the Black Lives Matter movement have really pushed the industry to take a good look at itself to see how we are 'doing business', how it needs to change and where we can pivot to do things better. I think it has also served as a reminder to those people who dismissed beauty as something inane and frivolous that beauty is so much bigger. It is a hugely influential industry that, yes, sells lipstick but fundamentally, at the heart of it, contributes billions to the world economy and puts food on MANY people's tables...

What do you think will be the next beauty industry gamechanger?
Any brand who can combine the following – authentic and unapologetic values, tech, data and R&D to create progressive, socially conscious, original formulas and services, true representation (from the board down to your store room to your marketing) – is on to something.



2020
ACHIEVER
AWARD

TRINNY WOODALL

FOUNDER AND CEO
of Trinny London

In Trinny's successful 20 year career in the media, she established herself as a fashion advisor, initially as a columnist for The Daily Telegraph, and later as a co-host for What Not to Wear and The Trinny and Susannah makeover shows, filmed across 20 countries. Founded in 2017, Trinny London has won countless beauty awards, is sold online in over 65 countries and was recently listed as one of the fastest growing businesses in Britain.

How did you start your career in beauty?

At six and a half making over girlfriends at school.

What's the best advice you've ever been given?

99% of everything you worry about never happens.

Who or what inspires you?

My daughter and my team.

What are your three beauty product essentials?

BFF De-Stress, because for days I don't have time for a full-on skincare routine, I know that I'm getting coverage and proper active skincare ingredients and they're going to work on making my face look better throughout the day. Lip2cheek in Freddie, because it just gives an instant bit of colour to my face. And Sheer Shimmer Bunny, because I always like my lips to feel hydrated and have a little sparkle.

Who would be at your dream beauty industry dinner party?

I think Vasiliki Petrou because she champions female founders and she's always excited to listen to new ideas. She is a brilliant sounding



From left:
The stack – our unique patented packaging; BFF De-Stress; Sheer Shimmer Bunny



“We want to know what's right for us not what's right for everybody”

board with a wealth of knowledge.

Marcia Kilgore because she's managed to develop three unique brands in a lifetime and she's not even 60! She understands what women want, and she is incredibly empathetic as a person.

Dr Sebagh, because he has been at the forefront of making Botox a commercial proposition. He keeps pushing the boundaries on how you can improve the skin without resorting to a facelift.

Name three things you'd like to achieve in the next year.

To be growing the Trinny London brand into other verticals that I feel are as powerful as what we've done for makeup. Working in one big office with my team, because I really miss them. And to be spreading Trinny London to America.

What do you attribute your success to?

Hard work, focusing on what you think you want to develop and not spending too much time on looking at what the competition is developing. Keeping in your own lane, not being swayed by flashes of outside opinion.

How have the events of this year changed the nature of how we do business?

From a personal perspective, I have been astounded and proud of how well my team not only have coped with working under COVID constrictions but have blossomed even more as a team.

What do you think will be the next beauty industry gamechanger?

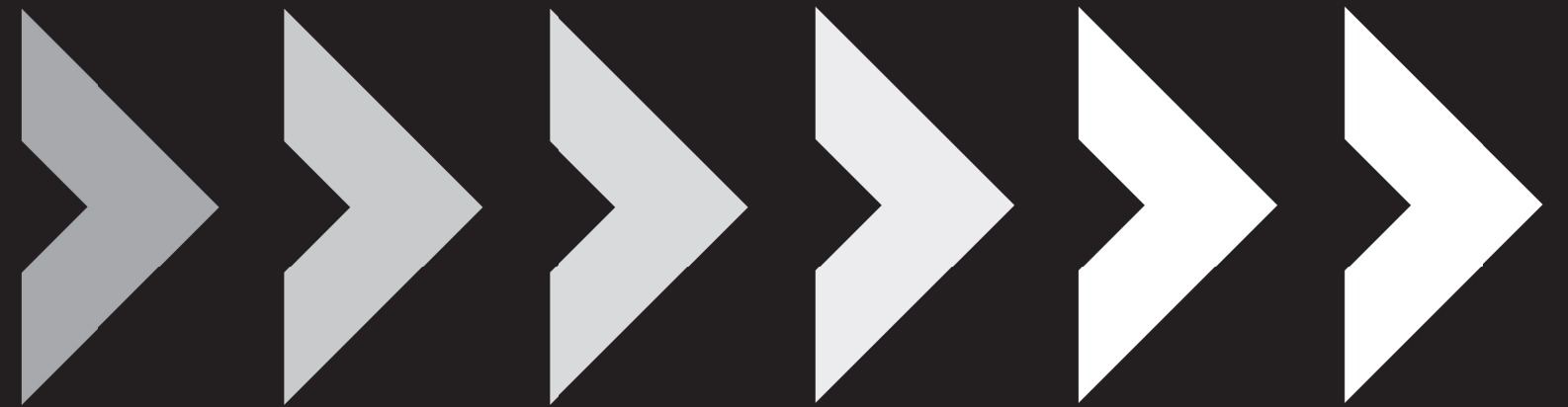
Personalisation, personalisation, personalisation. We want to know what's right for us not what's right for everybody.

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experiencing something.

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YOUNG EXECUTIVE PROGRAMME



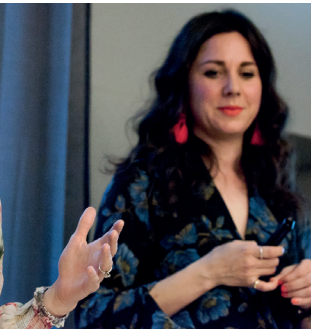
Designed for beauty professionals under 35, CEW's Young Executive programme provides unparalleled insight, real insider knowledge and career support. As a thriving network, its members gain affordable training and personal development through a series of tailored events and seminars, put together by leaders with experience of building teams and nurturing emerging talent.

From communication skills and networking, to understanding the latest retail trends and influencers, the programme helps younger talent get where they want to be, whatever their career path.

The Young Executive programme was created to inspire, educate and inform the next generation of leaders across the beauty industry. CEW recognised that younger members needed specific training and career development away from the office, in a space where ideas, insights and connections between peers can happen, plus unrivalled support and mentoring by experienced leaders across the industry.

MEMBER BENEFITS

- Unparalleled access to industry influencers and thought leaders
- A member-only network of connections, tools and leadership resources
- Unique focus on young talent
- Cost-effective training, personal development and mentoring
- Insight into current issues and future industry trends



"Being awarded the Young Achiever Award was a game changer for me as the founder of a brand and for the brand itself. It has opened many doors for me and my business. I have met some incredible people within the beauty industry, and felt so honoured to be awarded by CEW and to be a part of the community."

AYAH MUFLEH
FOUNDER & CEO, ISHIMMER LASHES
2019 Young Achiever

"The Young Executive programme is a series of tailored events designed to get young people inspired – thinking laterally and creatively, communicating better and generally furthering their professional skills. It is a great mentoring platform that offers our beauty businesses affordable, bite-size training sessions that have been really thought through. These events have been conceived by employers and senior executives in the industry with experience of managing big teams and who understand the challenges of nurturing and retaining staff."



SARAH BROWN
FOUNDER OF PAI SKINCARE
Young Executive Committee Member

2020
YOUNG
ACHIEVER
AWARD



LAURA TUDOR

FOUNDER
of CENTRED

After a 10 year career in fashion, Laura made the jump to beauty when she realised she had a vision for creating high performing, natural and sustainable hair care products that would both educate and empower the consumer to make more conscious decisions for their beauty and wellness regimes. Having launched CENTRED in February this year the company has been gaining a lot of attention as an exciting and desirable sustainable luxury brand.

How did you start your career in beauty?

Back in 2017 after a particularly stressful period in my life I started to experience dramatic hair loss. I was feeling desperate, frustrated and I lost a lot of confidence. I found the hair loss market really confusing and misleading. I was looking for natural, sustainable and high performing hair care and I couldn't find the products that I wanted so I decided to make my own, that's when I first had the idea for CENTRED. Through creating my product range and building my company it has helped me grow my hair and confidence back.

What's the best advice you've ever been given?

Listen to your gut. I'm currently learning to listen to my gut feeling. I think it takes a lot of practise but I'm starting to trust myself and my decisions a lot more.

Who or what inspires you?

Coming from a fashion background I love design, I love designers such as Martin Margiela and Yohji Yamamoto who reconstruct fashion and merge the lines between beauty and function, they see the perfection in imperfection.

What are your three beauty product essentials?

RMS Concealer, it's a coconut oil concealer and is the best natural concealer. Hourglass Extreme Mascara is the strongest mascara I have ever used, it stays on all day! I love wearing a fragrance, it always gives me confidence, I have been using IDLE by Romilly Wilde, it smells amazing!



"I think there is so much incredible innovation going on surrounding sustainability"

Who would be at your dream beauty industry dinner party?

Gwyneth Paltrow, I love her and I love Goop and everything her company stands for, Sharmadean Reid because she is just a rock star in everything she does and I think it is amazing the support that she is giving so many people in the beauty industry during the past year, I think we would really get on! And of course my team who have all been pivotal to where CENTRED is today.

What is one piece of advice you would give to someone starting their career in the beauty industry?

Don't be afraid to ask for help.

Name three things you'd like to achieve in the next year.

I plan to launch CENTRED in the US within the next year which I am so excited about. I'd like to expand my team in house and I would like to certify CENTRED as a BCorp.

What do you attribute your success to?

Having an idea and going for it! I've learnt that having courage to try something new even when it is totally out of your comfort zone is always rewarding.

How have the events of this year changed the nature of how we do business?

I launched CENTRED just before the first lockdown here in the UK back in March which resulted in us totally rethinking our initial strategy. We really focused on our website and social and did everything we could to ease our customers stresses.



through this challenging year, we offered everything from at home hair consultations to free head massage tutorials with our En Root Scalp Treatment. I think beauty has meant so much for people to get through the past year. I think that bit of time that you take for yourself, creating your little sanctuary at home has been so important for our wellbeing.

What do you think will be the next beauty industry gamechanger?

Beauty packaging, I think there is so much incredible innovation going on surrounding sustainability, I am really excited and have a lot of hope for the future. I think the beauty industry has been a bad offender for a very long time. We can see changes starting to be made but there is a lot more to be done! It's so exciting to be part of a sustainable revolution and I hope through CENTRED we can pioneer some of that innovation.



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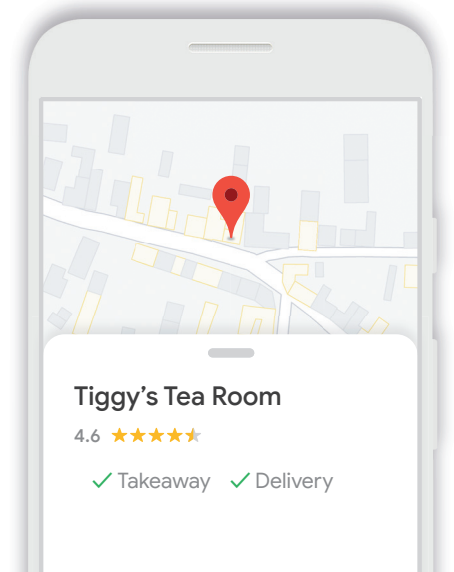


Amanda Benson, owner of Tiggy's Tea Room, Epworth

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MARK MCGUINNESS-SMITH

on behalf of Trinny London

CHIEF OPERATING OFFICER



DIGITAL INNOVATION AWARD 2020

Four years ago, as we set out on this journey, we said that we wanted to create TRINNY LONDON as a new direct to consumer brand that would change the way women choose, use, carry and apply their make-up. Our intention was to disrupt the cosmetics market with a combination of:

- Portability – the stack – our unique patented packaging;
- Personalisation – our MATCH2ME™ technology provides a curated range of cosmetics, uniquely suited for every woman, making it possible for the first time to choose makeup online with confidence;
- Premium product – cream based transformative products packed with innovative ingredients; and
- Engaging authentic content to educate, entertain and inspire.

“We believe that much of our success comes from the way that we focus on the customer”

Customers have loved the offering that we provide, with triple digit growth year on year since launch. The products have been really well received and genuinely transformative for many women, with high returning customer rates for online beauty. The social content creates an active audience who have built their own tribes, with thousands around the world on Facebook groups to continue the dialogue and engage with each other about all things Trinny and TRINNY LONDON. The strength of our social channels allows for extremely effective social media advertising and this has proved to be a powerful combination in customer acquisition.



We believe that much of our success comes from the way that we focus on the customer. Technology allows us to engage with people in ways that we couldn't previously and whilst we are incredibly lucky to have such an engaging figurehead in Trinny, this permeates through everything else that we do. Because we aim to build a relationship with our customer which is not just about selling products, we are able to create a much deeper bond with our audience.

We have responded to the impact of Covid-19 by being one of the first companies to roll out our virtual appointments - where customers join a Zoom call with one of our makeup artists to run through their Match2Me and receive advice on colour matching and application. These have proved to be hugely popular with customers, who have valued the engagement, education and ultimately the conversion to online - and also popular with our makeup artists who have found the transition from offline to online really rewarding and has meant they could continue to work during lockdown.

We are delighted with what we have been able to achieve in such a short space of time and are incredibly proud to receive this award as recognition from our peers in the beauty industry. We are

also very excited by what the future holds, with plans over the next 3 years for new products, personalisation, offline and online experiences and territories.



2020 CEW DIGITAL INNOVATION AWARD

Now in its seventh year, the CEW Digital Innovation Award sponsored by Google has the ever-important objective of recognising the accomplishments of those who have excelled in their field, by creating consumer and business value through remarkable digital execution.



JACQUI OWENS,
HEAD OF BEAUTY
GOOGLE UKI



SAVERIO BIANCHI,
FOUNDER & CEO
ATELIER & AVENUE



SIVAN EINSTEIN,
GOOGLE CLIENT LEAD,
LUXURY BEAUTY



FIONA MCINTOSH,
CO-FOUNDER
BLOW LTD

New ways of living, working and thinking in 2020 have turned the beauty industry completely on its head.

- We've seen interest in skin care reach an all-time high on search as self-care and scientific based beauty products continue to boom as a consumer trend.
- Hair care also broke records in March and April when consumers had to try their hand at bringing cuts and colour into their home.
- Makeup has suffered overall, as working from home becomes a new normal. Although we have observed that promotions may be more effective than ever in enticing cosmetic consumers to buy.

But of course, the most glaring change to the beauty industry is the seismic shift to online purchase and exploration.

- We've seen first-hand the growth of engagement with shopping formats this year which demonstrate high consideration behaviour among beauty consumers on search.
- Our research supports that new brand and product trial is still absolutely happening on the 'digital shelf'.
- However, this new space favours digitally agile brands who can react quickly to consumer trends and communicate their product benefits clearly.
- And while of course digital shopping infrastructure through retailer partners or owned e-commerce has a huge part to play in this agility, so does online messaging across platforms.
- Research on YouTube consistently supports the impact of creative and concise messaging on recall and brand awareness.

2020 has reminded us that the consumers are the driving force for beauty trends. Being reactive and responding to demand will be key as lifestyles remain unpredictable into 2021.

Trinny London successfully responded to this demand as we entered lockdown by further leveraging their technology to launch virtual appointments which has enabled increased interactions of their digitally native brand with consumers globally. The judges and I were also impressed by Trinny London's digital "Match2Me" application for personalised product recommendations and the seamless integration of the brand across all their digital channels.

In line with CEW and Google's ambition to recognise brands who have successfully pivoted their approach to best leverage the technology available today, it was a perfect fit to recognise Trinny London for the CEW Digital Innovation Award for 2020.

A big thank you to the judges for their contribution with a huge congratulations from each of us to the team at Trinny London who continue to meet the growing expectations of the beauty consumer with digital innovation.

JACQUI OWENS
HEAD OF BEAUTY, GOOGLE UKI



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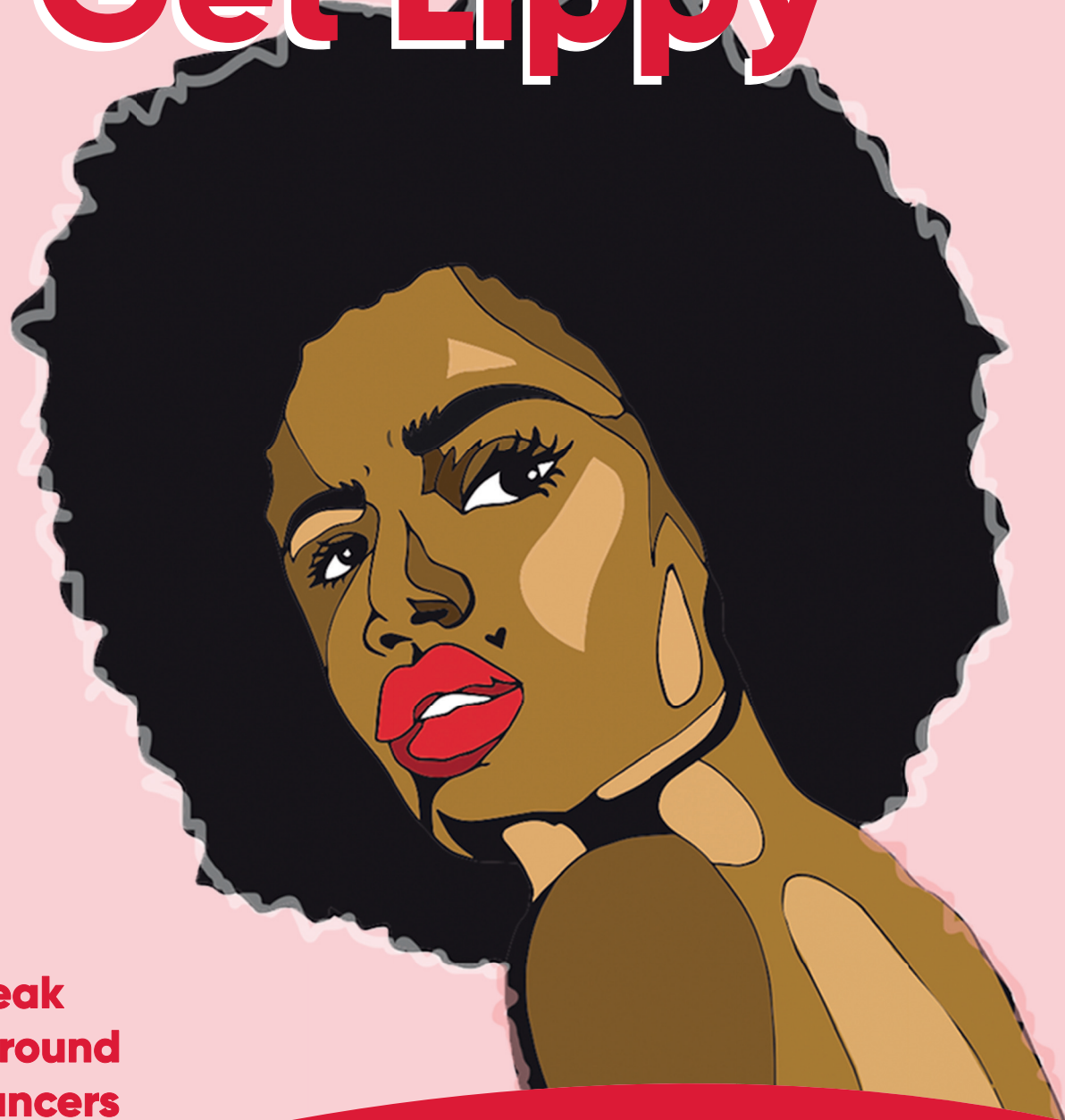


You only get a little *me* time

make it count

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birchbox.co.uk

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Artwork by Flossie Skelton

...and break
taboos around
gynae cancers

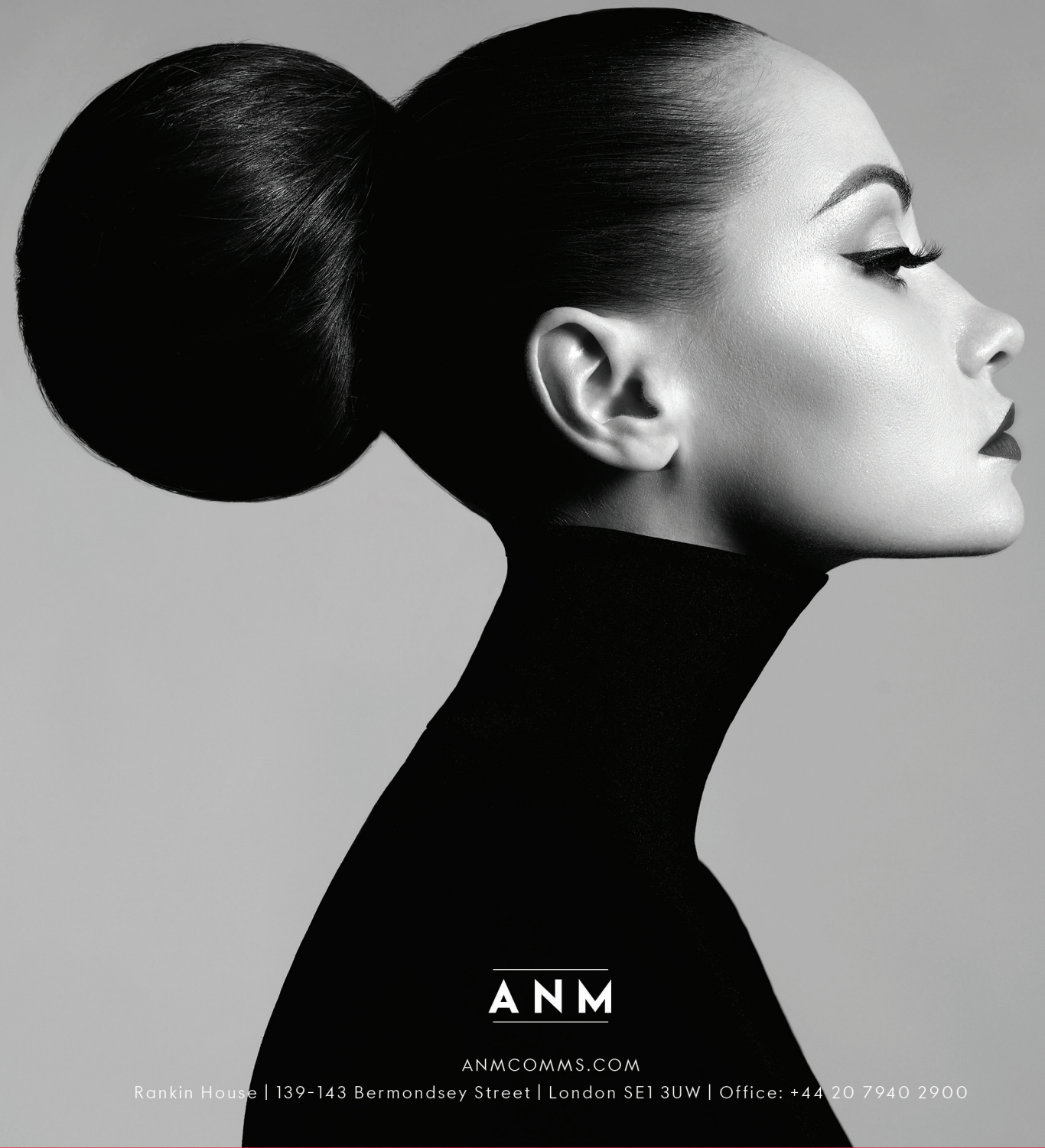
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*LIFETIME
ACHIEVER*

- ↓
- 2002**
MARY QUANT OBE
 - 2003**
EVELYN LAUDER
 - 2004**
VIVIENNE WESTWOOD DBE
 - 2005**
BARBARA HULANICKI
 - 2006**
TWIGGY
 - 2007**
DIANE VON FURSTENBERG
 - 2008**
CAROLINA HERRERA
 - 2009**
LUCIA VAN DER POST
 - 2010**
ANDREA JUNG
 - 2011**
JOAN COLLINS OBE
 - 2012**
DAME ANITA RODDICK
 - 2012**
CAROLINE NEVILLE
 - 2014**
SUZY MENKES
 - 2015**
MARY GREENWELL
 - 2016**
TERRY DE GUNZBURG
 - 2017**
LAURA MERCIER
 - 2018**
JANE WURWAND
 - 2019**
CHARLOTTE TILBURY MBE

*SPECIAL
INDUSTRY
AWARD*

- ↓
- 2002**
MARION KELLY
 - 2004**
MARY BROGAN
 - 2005**
RICHARD BRADLEY
 - 2006**
CAROLINE NEVILLE
 - 2007**
ROJA DOVE
 - 2008**
PER NEUMAN
 - 2009**
JOHN FRIEDA
 - 2010**
ROBIN VINCENT
 - 2011**
GEORGE HAMMER
 - 2012**
KENNETH GREEN
 - 2013**
SÉAN HARRINGTON
 - 2014**
MICHAEL WARD
 - 2015**
STEPHEN QUINN
 - 2016**
IAN MARSHALL & GAIL
BOJARSKI
 - 2017**
SAM MCKNIGHT
 - 2018**
MATTHEW MOULDING
 - 2019**
TERRY BARBER

*DIGITAL
INNOVATION
AWARD*

- ↓
- 2014**
CLAIRE VERO
 - 2015**
TRICIA CUSDEN
 - 2016**
FIONA MCINTOSH &
DHARMASH MISTRY
 - 2017**
HANNA PUTJATO
 - 2018**
LORRAINE DALLMEIER
 - 2019**
TREATWELL
- ACHIEVERS*
- ↓
- 2002**
GLENDA BAILEY OBE
 - 2003**
SANDRA BOLER, BARBARA
DALY, NICKY KINNAIRD
 - 2004**
JO FAIRLEY, LIZ EARLE, EILEEN
CAVALIER OBE, SUSAN
HARMSWORTH
 - 2005**
CHRISSIE RUCKER, SUSAN
TAYLOR, LESLIE KENTON
 - 2006**
MARIGAY MCKEE, MARCIA
KILGORE, JO MALONE MBE,
KATHY PHILLIPS
 - 2007**
JUDY NAAKE, DANIELA RINALDI,
EVE LOM, SUE PEART

- 2008**
HILARY DART, NEWBY HANDS,
NOELLA GABRIEL,
ROMY FRASER
- 2009**
LIZ KERSHAW, LIZ GARRETT,
IMOGEN MATTHEWS, JUDY
DEUCHAR
- 2010**
MICHELLE FEENEY, ANGELA
ROWLEY, SIAN SUTHERLAND,
KATE SHAPLAND
- 2011**
AUDE APPOLINAIRE, JANE
BRUTON, LINDA TAYLOR,
NICOLA MENDELSON
- 2012**
ALICE HART-DAVIS, ROISIN
DONNELLY, JANET SAUNDERS,
JO WALKER
- 2013**
JULIETTA DEXTER, LIZ
FAGAN, SUE JAMES, TRACEY
WOODWARD
- 2014**
DEBBIE ANSELL, CÉLINE GILG,
LISA SMOSARSKI,
CHARLOTTE TILBURY
- 2015**
MARGARET ATTWOOLL, SARAH
BROWN, GERALDINE HOWARD,
VASILIKI PETROU
- 2016**
SARAH CHAPMAN, RUTH CRILLY,
ANNIE MURPHY, ALISON YOUNG
- 2017**
LORRAINE CANDY, SAM & NIC
CHAPMAN, NICOLA KILNER,
DEMETRA PINSENT
- 2018**
NICOLA ELLIOTT, JO JONES
& SALI HUGHES, ALISON PAGE,
SHARMADEAN REID MBE
- 2019**
MARGARET DABBS,
ANNALISE FARD, ORIELE FRANK,
CAROLINE HIRONS

*THE
ACHIEVER
AWARDS*

SINCE THE AWARDS BEGAN ...

MEMBERS' ACHIEVER

- ↓
- | | |
|---|-----------------------------------|
| 2002
THEA CALLAN MBE | 2013
BELLA BLISSETT |
| 2003
JO ELVIN | 2014
MIA COLLINS |
| 2004
MARGO MARRONE | 2015
KYRA OATES |
| 2005
NANCY CRUICKSHANK | 2016
ANNA-MARIE SOLOWIJ |
| 2006
MALEKA DATTU | 2017
REBECCA CULLEN |
| 2007
SARAHJANE ROBERTSON | |
| 2008
MARIA HATZISTEFANIS | |
| 2009
VANITA PARTI | |
| 2010
ANNALISE QUEST | |
| 2011
ANDREA FULERTON | |
| 2012
CLARE & REBECCA HOPKINS,
SIAN JONES | |

*YOUNG
ACHIEVER*

- ↓
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