

Helena Rubinstein

The Adventure of Beauty



Helena Rubinstein The Adventure of Beauty

Exhibition
20 March – 25 August 2019

CURATORS

Michèle Fitoussi, author of *Helena Rubinstein. The Woman who Invented Beauty*, London, Gallic Books, 2013.

Dorota Snizek, deputy curator, mahJ

The first version of this exhibition was shown at the Jüdisches Museum in Vienna from October 2017 to May 2018. It was curated by Iris Meder, curator, and Danielle Spera, director of the Jüdisches Museum.

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For the first time in France, the mahJ is devoting an exhibition to Helena Rubinstein (1872-1965). Featuring more than 300 exhibits from her famous collection – objects, garments, photographs, etchings, books, paintings, sculptures and tapestries, including works by Marc Chagall, Michel Kikoïne, Sarah Lipska, Louis Marcoussis, Elie Nadelman and Maurice Utrillo – it recounts the life and career of the woman whom Jean Cocteau dubbed “the empress of beauty.”

Born into a modest Orthodox Jewish family in Kraków in 1872, Helena Rubinstein, founder of the famous cosmetics empire, reinvented beauty by adapting it to the modern world. A visionary, she applied science to cosmetics when she opened her first salon in Melbourne in 1902. A precursor, she showed women how to take care of themselves, always mindful that beauty, “this new power,” should accompany their emancipation.

Avant-garde in spirit, Helena Rubinstein began collecting the primal arts and paintings early on, posed for Raoul Dufy, Salvador Dalí and Marie Laurencin, wore the creations of the greatest couturiers of her time (Poiret, Balenciaga, Chanel, Dior) and divided her time between New York, London and Paris, the city she particularly loved. It was there that she amassed her vast, eclectic art collection, ranging from the painters of the School of Paris to Pablo Picasso, Fernand Léger and George Braque. It was in Paris that she became friends with the many artists for whom she became a considerate patron. Also passionately interested in architecture and the decorative arts, she commissioned architects of the Modern Movement to design her beauty salons and buildings.

Helena Rubinstein. The Adventure of Beauty recounts the life of this exceptional woman in the cities that played key roles in her life: Kraków, Vienna, Melbourne, London, Paris, New York and Tel Aviv.

The program accompanying the exhibition includes events in the mahJ's auditorium, themed visits, children's workshops and tours of Helena Rubinstein's Paris. The catalogue is published jointly with Flammarion.

#expoRubinstein



The exhibition in images



1. Portrait of Helena Rubinstein
1953
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved



2. Helena Rubinstein wearing a suit by Coco Chanel
Paris, circa 1920
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved



3. Helena Rubinstein photographed by Boris Lipnitzki in her laboratory at Saint-Cloud
1930s
Paris, Archives Helena Rubinstein - L'Oréal © Roger Viollet



4. Helena Rubinstein in her apartment in New York
1954
Lilith Fass Collection, Paris; all rights reserved



5. Helena Rubinstein photographed by Cecil Beaton
New York, 1951
Paris, Archives Helena Rubinstein - L'Oréal
© ADAGP, Paris, 2018



6. Candido Portinari. Portrait of Helena Rubinstein
Oil on canvas, 1939
Musée d'art de Tel-Aviv, gift of Helena Rubinstein
© ADAGP, Paris, 2018



7. Helena Rubinstein photographed by Erwin Blumenfeld
New York, circa 1955
© The Estate of Erwin Blumenfeld.



8. Helena Rubinstein with her portraits by Salvador Dali, Marie Laurencin, Candido Portinari, Graham Sutherland, Pavel Tchelitchev and others
New York, 1940s-1950s
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved
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9. Helena Rubinstein's beauty salon in New York
1937
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved



10. Quai de Béthune, Paris, with her primal arts collection
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved



11. Madame's jewellery
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved

12. "Red, Hot and Cool," advertisement for the Jazz lipstick with Dave Brubeck and Suzy Parker
Photo Richard Avedon, 1955
Paris, Archives Helena Rubinstein - L'Oréal

13. Powder compact
between 1915 and 1930
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved

The exhibition

I. Kraków

Helena Rubinstein was born Chaje, or Chaja Rubinstein on 25 December 1872 in Kazimierz, Kraków's Jewish quarter, then part of the Austro-Hungarian Empire. Her parents, Gittel (Augusta) Silberfeld and Naftali Herzel Rubinstein, were second cousins and both from modest families of rabbis.

The eldest of eight daughters – Paulina, Regina, Rosa, Stella, Ceska, Manka and Erna, the survivors of thirteen siblings – Chaja (Helena) was intelligent, lively and sturdy in character. A bright pupil, she wanted to study medicine but had to abandon her education aged fifteen to work in her father's grocer's shop, where she proved very enterprising. Her mother initiated her daughters to the secrets of beauty, including a moisturizing cream made by a local apothecary.

Helena remained profoundly attached to this period of her life and unstintingly faithful to her family, many of whom worked for her, notably her sisters, whom she brought out of Poland.



Chaje, or Chaja Rubinstein

Kraków, 1890

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**Helena's mother, Gittel Rubinstein, and four of Helena's sisters:
Erna sitting on the left, Manka, Regin and Ceska standing**

"Wilhelm Kleinberg Studio"

Kraków, 1890

Paris, Archives Helena Rubinstein - L'Oréal

II. Vienna

In 1894, because she refused to marry the fiancés her parents chose for her, Chaja was sent to Vienna to live with her aunt Helena and her husband Leibisch Splitter, a furrier who employed her in his shop. The only documents remaining from her time in Vienna are several portraits of her taken in a Viennese studio. As well as Polish and Yiddish, she also spoke German fluently, and the city and its artists made a lasting impression on her. In 1913, already very wealthy, she ordered a silver table service from Josef Hoffmann, a member of the Wiener Werkstätte, which she kept all her life.

In 1932, having conquered Australia, London, Paris and New York, Helena Rubinstein opened a beauty salon in Vienna at 8 Kohlmarkt. In 1935, she secretly bought the licence for the first waterproof mascara, invented by the Viennese singer Helene Winterstein-Kambersky, creator of the beauty brand La Bella Nussy. Helena Rubinstein presented it as an exclusive creation of the Rubinstein brand, launching it with an aquatic ballet at the New York World's Fair in 1939. The same year, her salon in Vienna had to close due to the Anschluss. After the war, Helena Rubinstein opened an agency in Vienna to distribute her products and regularly returned to the city until 1962.



Helena Rubinstein's visiting card in Vienna
circa 1895
Photograph: Mertens, Mai & Co, Heinrichshof
Private collection

III. Melbourne

The unruly and rebellious Chaja soon grew bored of Vienna. In 1896, her family decided to send her to Australia, where three of her uncles were living. On the ship to Australia she changed her first name on her identity papers to become Helena Juliet Rubinstein. And it was very probably this sea voyage she undertook alone aged twenty-four that instilled in her the love of travelling and the beauty of the black, Indian and mixed race women that she admired at each port of call. The Helena Rubinstein adventure had begun.

In the town of Coleraine in Victoria State, 1,500 kilometres from Melbourne, one of her uncles owned a small general store where he made Helena work hard. The harsh climate, her solitude in this farming community and her uncle's advances decided her to leave Coleraine. Spurred on by her thirst for success, she went to Melbourne to open a beauty salon. The idea had come from talking to Australian farmers' wives, their skin weathered by the sun and wind. They admired her delicate complexion and she extolled the virtues of the pots of cream that her mother had put in her luggage when she left Europe.

She endured hard times, working as a salesgirl in a pharmacy, as a governess for wealthy Queensland families and as a waitress in a Melbourne tearoom, before she succeeded in making the cream with plants and lanolin. She called it Valaze ("gift from heaven" in Hungarian). It was an overnight success.

She soon earned enough money to open her salon at 243 Collins Street, the first of its kind. Thanks to word of mouth and innumerable press advertisements featuring actresses and opera singers as her brand's muses, she soon had the means to open another salon in Sydney in 1907 then two more in Wellington and Auckland in New Zealand.

Helena Rubinstein returned to Europe in 1905, first to Poland, where she hired two of her sisters and a cousin to work with her in Melbourne, then she went to London, Paris and Germany. She met doctors, dermatologists and plastic surgeons, visited thermal spas and understood the importance of the scientific discoveries she applied to beauty. She was the first to classify skin into three groups and submit her products to rigorous tests.



"Valaze Pommade Noire" jar

1910^s

Paris, Archives Helena Rubinstein - L'Oréal

Advertisement for the Valaze cream

Queensland Newspaper, Melbourne, 21 May 1904

Reproduction

Canberra, National Library of Australia



Helena Rubinstein wearing a dress by Charles Frederick Worth

1905

Paris, Archives Helena Rubinstein - L'Oréal

IV. London

In 1908, she decided to conquer Europe and opened her first beauty salon in London, at 26 Grafton Street in the select Mayfair district. It was destroyed by German bombs during the Second World War and she opened another salon at 3 Grafton Street in 1951.

Also in 1908, she married Edward William Titus, an American journalist she had met in Melbourne and hired to write her advertising copy. A Polish-born Jew like her, he was born in Kraków in 1870. Cultivated and speaking several languages, he had emigrated to the United States when he was a young man.

Titus, with whom she had two sons, Roy and Horace, helped her create her media image, coined the nickname “Madame” and wrote the leaflets for her beauty creams and the brand’s publicity, whose development he oversaw until 1936. He also complemented her education and shaped her appreciation of the arts.

In London, she discovered Sergei Diaghilev’s Ballets Russes, whose flamboyant colours – purple, violet, orange, yellow, gold and black – inspired the decoration of her salons and her powder palettes. She met a friend of her husband, the painter and sculptor Jacob Epstein, a Polish-born English Jew who advised her on her purchases of African and Oceanian objects in the Paris auction houses and helped her rapidly amass one of the largest art collections in the world.



Edward William Titus

circa 1910

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Helena Rubinstein's apartment at 247 Knightsbridge, London

1962

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V. Paris

In 1912, Helena Rubinstein left London for Paris, where she had opened a beauty clinic in 1909 at 255 rue du Faubourg-Saint-Honoré, furnished by André Groult. After the First World War, the salon moved to 126 rue du Faubourg-Saint-Honoré. The couturier Paul Poiret, with whom she had become friends, decorated it. In 1929, Helena Rubinstein bought a building at 52 rue du Faubourg-Saint-Honoré to house the salon, treatment rooms and her offices.

Two people had a decisive influence on her life in Paris: her husband Edward Titus and the pianist Misia Sert, whom Helena met on her arrival in the city. Misia, also a Polish Jew and a prominent figure in the Paris art world, introduced her to Juan Gris, Amedeo Modigliani, the writer Colette, the actresses Réjane and Cécile Sorel and Countess Greffhule, immortalised by Marcel Proust.

Encouraged by her success, Helena had a laboratory built at Saint-Cloud to produce her creams industrially, which she replaced by a factory in the early 1930s. She created makeup for Josephine Baker, star of the *Revue nègre*, and created cosmetics for all types of skin. In Paris's flea market she bought antique powder compacts and boxes and had them copied for her beauty products.

A fashion lover since childhood, she wore Madeleine Vionnet, Coco Chanel, Christian Dior, Elsa Schiaparelli, Jeanne Lanvin and, later, Cristóbal Balenciaga and Yves Saint Laurent (she was one of his first clients in 1962). She had herself photographed in most of her haute couture outfits and used these pictures for her publicity.

Helena Rubinstein financed "At the Sign of the Black Mannikin," the bookshop and publishing house that her husband, Edward Titus, opened at 4 rue Delambre. In 1932, Titus bought *This Quarter*, an English-speaking art review published in Paris. Helena met artists and writers, many of them her husband's friends, including Ernest Hemingway, James Joyce, Man Ray and F. Scott Fitzgerald. She aided the painters she hosted for dinner weekly and visited them in their studios in Montmartre and Montparnasse. She began collecting works by artists living in Paris, including Bonnard, Brancusi, Braque, Miró, Pascin, Kisling, Picasso, Maillol, Juan Gris, Van Dongen, Léger and Picasso. At the end of her life she owned more than thirty portraits of herself painted by Raoul Dufy, Paul César Helleu, Marie Laurencin, Christian Bérard, Pavel Tchelitchew and Sarah Lipska. Only Picasso refused to paint her portrait but did forty drawings of her in the 1950s.



The factory at Saint-Cloud
circa 1924
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved

Helena Rubinstein in a dress by Paul Poiret
Paris, 1910
Paris, Archives Helena Rubinstein - L'Oréal
Photo Nickolas Muray © Nickolas Muray Photo Archives



Helena Rubinstein photographed by Boris Lipnitzki in her apartment in boulevard Raspail
1920s
Paris, Archives Helena Rubinstein - L'Oréal
© Roger Viollet

Helena Rubinstein was the first to adorn her beauty salons with artworks, by Brancusi, Chirico, Marcoussis, Modigliani and Nadelman, and enlisted the talents of artists such as Miró, Marie Laurencin, Dufy and de Kooning for her publicity campaigns. Dalí, Modigliani, Marcoussis, Tchelitchev and Juan Gris painted murals in her beauty salons and apartments. Jean-Michel Frank, Eileen Gray, Pierre Chareau, André Groult and Emilio Terry designed and made her furniture. “Madame” loved the company of artists – mostly Hungarian, Polish, Russian and Austrian Jewish émigrés like herself – embracing the cultural diversity that was part of her vision of the world.

She continued to acquire the primal arts, including the famous Bangwa Queen. In 1935, she loaned seventeen pieces for the African Art exhibition at the MoMA. She also collected opaline glass, jewellery, silverware, porcelain and dolls’ houses.

In the early 1930s, Helena and her family moved into an apartment at 216 boulevard Raspail, in a modern building restructured by Bruno Elkouken and decorated by Ernő Goldfinger. On the ground floor, Edward Titus created a theatre. Together, they created a real estate company that acquired several buildings in the district.

In 1932 she bought the Hôtel Hesselin at 24 quai de Béthune on the Île Saint-Louis, which she had demolished and rebuilt by the architect Louis Süe. In 1937 she moved into a three-floor apartment, most of whose furniture was designed by Louis Marcoussis and Jean Michel Frank, but also with antique furniture. The carpets, woven by the Myrbor company, were created from drawings by Lurçat and Picasso. On the gigantic terrace she hosted sumptuous soirées for the Paris jet set. In 1938, she divorced Edward Titus and married the Georgian Prince Artchil Gourielli-Tchkonia, a bridge teacher and twenty-three years younger than her.

When the Second World War broke out Helena Rubinstein had already conquered the United States for a quarter of a century and spent the four years of the conflict in New York. When she returned to France in September 1945, her apartment on quai de Béthune had been pillaged and destroyed by the Germans. Her beauty salon in rue du Faubourg-Saint-Honoré and her house at Combs-la-Ville had met the same fate. Now aged seventy-five yet determined to rebuild her European empire, she enlisted the talents of architects, interior designers and artists such as Louis Süe, Jean-Michel Frank, Emilio Terry and Casimir Brancusi. And again, she divided her time between Paris and New York.



Boris Lipnitzki, Helena wearing Elsa Schiaparelli's Circus jacket
Paris, 1930s
Litka Fass Collection
© Roger Viollet



Maurice Routhier, the salon at 52 rue du Faubourg-Saint-Honoré
Paris, after 1945
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved



Helena Rubinstein with her sister Stella and Pablo Picasso
Cannes, 1955
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved

VI. New York

During the First World War, Helena Rubinstein lived with her family in New York but maintained her homes in London and Paris. Her company's rapid expansion in the USA enabled her to open salons in major cities and beauty corners in most of the major American department stores. As in Paris, she decorated these luxurious salons with works by her favourite artists. She created a school for beauticians – a profession she invented – who obtained a diploma after six months' training.

Her status as a businesswoman rose spectacularly in 1928 when she sold her American firm to the Lehman Brothers for the high price of 7 million dollars, then, after the stock exchange crash, bought it back a year later for 1.5 million dollars.

In 1937 she opened her most spectacular salon at 715 Fifth Avenue, decorated with African statues, marble bas-reliefs and numerous pictures and murals by Giorgio de Chirico. This coincided with the opening of the Surrealism exhibition at the MoMA, where she bought Man Ray's Observatory Time - The Lovers to advertise her lipsticks. Her rivalry with Elizabeth Arden, the other great lady of cosmetics, became legendary.

She spent the Second World War in New York with her husband, Prince Gourielli. Almost her entire family had managed to leave Poland in time. Regina's children, Mala and Oscar Kolin, had joined Helena before the war and worked with her. She helped others to leave Europe and employed many of them in her companies all over the world. Helena Rubinstein also aided many Polish Jews who had succeeded in reaching New York by securing them employment and lodgings. When in 1941 she was refused the rental of an apartment at 625 Park Avenue because she was Jewish, she bought the entire building.

In New York in 1948 she launched "The House of Gourielli," the first beauty salon for men. It included a boutique selling her brand of men's cosmetics, a sauna, a restaurant and another innovation, a barber's shop.

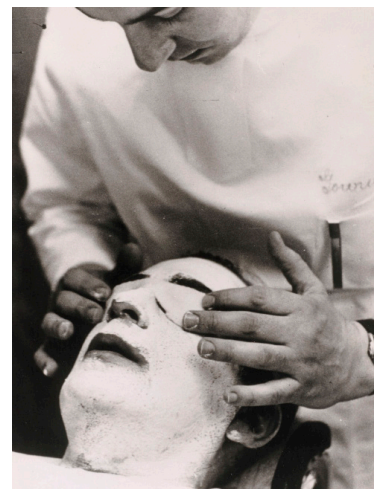
During this period, now reigning over a multinational company and Helena Rubinstein became one of the first clients of the Englishman David Ogilvy, the undisputed king of advertising in New York. For ten years, he set the tone for the brand as the paragon of the glamour lifestyle of the 1950s.



Patrick O'Higgins, Madame with sculptures by Elie Nadelman
New York, 1962
Paris, Archives Helena Rubinstein - L'Oréal



Helena Rubinstein's apartment in New York
1940s
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved



The House of Gourielli
New York, circa 1954
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved

VII. Tel Aviv

Her husband's sudden death in 1955, then her youngest son's death in a road accident in 1958 pitched her into deep depression. To escape this, she embarked on a long voyage with her young assistant, Patrick O'Higgins, to Australia, Japan, Hong Kong, Moscow and Israel, where one of her nieces Rachel Shalev, sister of Mala and Oscar, was living. Pioneering in spirit, she appreciated and identified with the Israelis. The Zionist fervour of her niece, living with her family in a kibbutz, gave her renewed strength. In Tel Aviv she met David Ben-Gurion and Golda Meir.

She expressed her faith in the young nation by financing the Helena Rubinstein Pavilion for Contemporary Art at the Tel Aviv Museum of Art, which, although disappointed by its architecture, she inaugurated in January 1959. To mark the occasion, she donated a portrait of herself by the Brazilian painter Candido Portinari and two pictures by Maurice Utrillo. Later, she bequeathed her collection of miniature houses to the museum and built a new factory in Israel, inaugurated in 1962.



Inauguration of the Tel Aviv Museum of Art
1959

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Helena Rubinstein and Marc Chagall at the inauguration of the Abbell Synagogue at the Hadassah Medical Center
Jerusalem, 1962

Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved

Helena Rubinstein with Golda Meir

Tel Aviv, 1958

Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved



Biographical timeline



Chaje, or Chaja Rubinstein
Kraków, circa 1885
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1872 Birth of Chaja Rubinstein in Kazimierz, the Jewish quarter of Kraków; her father, Herzel Rubinstein, has a small grocery shop; her mother, Augusta, née Silberfeld, takes care of their eight daughters, Pauline, Rosa, Regina, Stella, Ceska, Manka, Erna and Chaja, the eldest.

1887 Aged fifteen, Chaja has to leave school to help her parents; she works in her father's grocery shop.

1894 After refusing to marry several times, she goes to live with an uncle and aunt in Vienna; her uncle, a furrier, employs her in his shop.

1896 Joins three of her uncles in Australia; on the voyage on board the liner Prinz Regent Luitpold, she changes her first name to Helena Juliet and becomes nine years younger on her passport.

1896-1899 In Coleraine, 1,500 kilometres from Melbourne, Helena works in her uncles' shop and learns English; her perfect complexion fascinates customers and she decides to make her own beauty cream, copying the one her mother put in her luggage for her departure to Australia.

1901 Leaves for Melbourne, where she works as a waitress in a tearoom; succeeds in making her first facial cream with lanolin, sesame, vegetable wax and mineral oil, calling it Valaze ("gift of heaven" in Hungarian).

1903 Opens the "Valaze" beauty salon at 243 Collins Street in Melbourne; press articles bring clients flocking.

1904 First advertisements in the Melbourne and Adelaide daily press; writes her first Beauty Guide, sold, like her cream, by correspondence throughout Australia.

1905 Helena returns to Europe; stays in Kraków, Vienna, Berlin, Wiesbaden, London and Paris, where she meets scientists such as Marcellin Berthelot, and where she has the idea of classifying skin into three different types; wears creations by the couturiers Charles Frederick Worth and Jacques Doucet.

1907 In Melbourne, meets a Polish Jewish American journalist, Edward William Titus; hires him to improve her product designs and write her advertisements in the Australian press; he coins her nickname, "Madame"; opens a beauty salon in Sydney.

1908 Opens a beauty salon in Wellington in New Zealand; leaves for London; her sister, Ceska, directs the salon in Melbourne; opens a salon in London at 24 Grafton Street in the select Mayfair district; building on her successes in the care of delicate skin, Helena Rubinstein reaches a wider public and initiates middle-class women to makeup; marries Edward Titus, who joins her in London.

1908-1909 First purchases of primal art at the Hôtel Drouot in Paris; begins her art collection, also including paintings; asks Paul César Helleu to paint her, the first in a long series of portraits by famous artists; creation of the British company, Helena Rubinstein; André Groult decorates her first Paris salon at 255 rue du Faubourg-Saint-Honoré; birth of Roy Valentine Titus, Edward and Helena's first son.

1911 Always avant-garde in spirit and inspired by the sets and costumes of the Ballets Russes, she redecorates her London salon; meets the sculptor Elie Nadelman, who redecorates her Victorian house in Roehampton Lane in a wealthy London suburb.

1912 Birth of Horace (Herzel) Gustave Titus, Edward and Helena's second son; the family moves to Paris; meets Misia Sert, pianist and muse of several artists, who initiates her to the codes of polite society and introduces her to friends such as Colette who become faithful clients.



Valaze vanity case
1910^s
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved



Helena with her sisters Manka (left) and Ceska (right)
late 1920s
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved



Helena Rubinstein in a coat probably by Coco Chanel
Circa 1930
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved

1913 Construction of a laboratory at Saint-Cloud; creates a makeup line with the couturier Paul Poiret; In Paris's flea markets, buys antique powder compacts and boxes and has them copied to package her products.

1914-1915 Leaves for New York at the outbreak of war; moves into an apartment above her beauty salon on the corner of 15th Street and 49th avenue, designed by the Austrian architect Paul Frankl and the Polish interior designer Witold Gordon; Elie Nadelman creates sculptures and bas-reliefs in Carrara marble; this modernist setting reflects an innovative trend in Europe, combining art, fashion, decoration, luxury and beauty.

1915-1918 Opens boutiques in the American luxury department stores; trains saleswomen to promote her products, opens salons in Philadelphia, Boston and San Francisco and creates a beautician's school in New York; construction of her first American factory on Long Island; beginning of her rivalry with Elizabeth Arden.

1918 Returns to France with her family; opens a salon at 126 rue du Faubourg-Saint-Honoré in Paris, decorated by Paul Poiret (Ateliers Martine).

1920 Creation of the Helena Rubinstein brand.

1921 Travels in North Africa with the painter Jean Lurçat.

1922 Creation of the "vamp look" for the silent screen star Theda Bara.

1924 Edward Titus opens "At the Sign of the Black Mannikin," a bookshop and publishing house, at 4 rue Delambre in Montparnasse, financed by Helena. She moves her beauty salon to 52 rue du Faubourg-Saint-Honoré.

1926 The Hungarian-born architect Ernő Goldfinger redesigns the London salon.

1928 New modernist-inspired salons in Chicago and New York (8 East 57th Street, designed by the architect Benjamin Whinston and decorated by Paul Frankl); sells the American branch of the company to Lehman Brothers for 7.3 million dollars, making her one of the richest women in the United States; portrait of Helena in The New Yorker: "The Woman Who Had No Country."

1929 Buys back the company from Lehman Brothers for 1.5 million dollars after the 1929 stock market crash; buys an apartment in New York looking out over Central Park, decorated by the Hungarian-born architect Imre Róth; in Paris, Edward Titus acquires the art review This Quarter and publishes an unexpurgated version of D.H. Lawrence's Lady Chatterley's Lover; Helena acquires a building at 52 rue du Faubourg-Saint-Honoré to house her beauty salon and offices.

1930 Construction of a factory at Saint-Cloud; creation of a real estate company in Paris; publication of The Art of Feminine Beauty (H. Liverwright, New York, 1930)

1932 Buys an apartment at 216 boulevard Raspail, restructured by the Polish architect Bruno Elkouken and decorated by the Hungarian architect and designer Ernő Goldfinger; buys the Hôtel Hesselin at 24 quai de Béthune from the Catalan painter José Maria Sert, Misia's husband; closure of Edward Titus' bookshop; Titus moves to Cagnes-sur-Mer; opens a beauty salon in Vienna.

1934 Portraits of Helena by Raoul Dufy, Marie Laurencin and Pavel Tchelitchew.

1935 Exhibition of her primal arts collection at the Museum of Modern Art, New York.

1937 Moves in to her fifty-room apartment at 24 quai de Béthune, on the Île Saint-Louis in Paris, in a building she had demolished and entirely rebuilt by Louis Süe; opening of a new salon in New York at 715 Fifth Avenue.



Helena Rubinstein with Salvador Dalí in front of his portrait of her
New York, 1940^s
Paris, Archives Helena Rubinstein - L'Oréal; all rights reserved



Madame photographed by Robert Richardson in a dress by Yves Saint-Laurent
1964
Paris, Archives Helena Rubinstein - L'Oréal

1938 Divorces Edward Titus and marries the Georgian prince Artchill Gourielli-Tchkonia, twenty-three years younger than her; buys the Moulin du Breuil at Combs-la-Ville in Seine-et-Marne; portrait of Helena by Christian Bérard.

1939 Creation of the first waterproof mascara from a patent bought from a Viennese beautician and launched with an aquatic ballet at the New York World's Fair; Helena Rubinstein and Artchill Gourielli-Tchkonia return to the United States.

1941 Buys a building at 625 Park Avenue and moves into a three-floor penthouse with a roof terrace where she houses most of her art collection; creation of the Gourielli male cosmetics brand.

1942 Salvador Dalí paints a mural triptych in the Park Avenue apartment and begins her portrait.

1945 Returns to Europe; the beauty salon in London has been destroyed by bombs; in France, the Germans have pillaged the salon in rue du Faubourg-Saint-Honoré, her apartment on quai de Béthune and the Moulin de Combs-la-Ville; Helena refurbishes all properties and reopens the beauty salon in 1947.

1948 Launch of "The House of Gourielli," a beauty salon for men in New York; David Ogilvy takes charge of the brand's advertising.

1951 Hires Patrick O'Higgins as her assistant; builds "La Maison blanche" at Grasse in the Alpes-Maritimes; opens a salon in London at 3 Grafton Street to replace the one destroyed by bombing; death of Edward Titus.

1953 Creates a foundation for the education of underprivileged young women; opens a large factory on Long Island, followed by others worldwide.

1955 Death of Artchill Gourielli on 21 November; Picasso does forty sketches for a portrait of Helena that he never paints.

1958 Death of her son Horace Titus in a road accident; in London the British painter Graham Sutherland begins two portraits of Helena, later shown at the Tate Gallery; in New York, she appears in TV advertisements; travels to Japan, China, Australia and Israel, where she finances the construction of the Helena Rubinstein Pavilion for Contemporary Art at the Tel Aviv Museum of Art, designed by Ya'akov Rechter and inaugurated the following year.

1960 Buys an apartment with a terrace in London which she has decorated by David Hicks; represents the American cosmetics industry at the American exhibition in Moscow.

1962 Inauguration of the Helena Rubinstein factory in Israel.

1964 Publication of her autobiography, *My Life for Beauty* (Simon & Schuster, New York).

1965 Helena Rubinstein dies on 1 April in New York aged ninety-three; she is buried in the Mount Olivet Cemetery in Queens. Present in fourteen countries on three continents, her company employs 30,000 people. Her fortune is evaluated at more than a hundred million dollars.

Selective bibliography

Books by Helena Rubinstein

Helena Rubinstein, *The Art of Feminine Beauty*, New York, Horace Liveright, 1930.

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Helena Rubinstein, *My Life for Beauty*, New York, Simon and Schuster, 1965.

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Michèle Fitoussi, *Helena Rubinstein. The Woman who Invented Beauty*, London, Gallic Books, 2013.

Ruth Brandon, *Ugly Beauty. Helena Rubinstein, L'Oréal and the Blemished History of Looking Good*, New York, HarperCollins, 2011.

Suzanne Slesin, *Over the Top. Helena Rubinstein. Extraordinary Style, Beauty, Art, Fashion, Design*, New York, Pointed Leaf Press, 2003.

Lindy Woodhead, *War Paint. Madame Helena Rubinstein and Miss Elizabeth Arden. Their Lives, their Times, their Rivalry*, London, Virago Press, 2003.

Maxene Fabe, *Beauty Millionaire. The Life of Helena Rubinstein*, New York, Thomas Y Crowell Company, 1972.

Patrick O'Higgins, *Madame. An Intimate Biography of Helena Rubinstein*, New York, Viking Press, 1971.

Catalogues

The Helena Rubinstein Collection, New York, Parke-Bernet Galleries, 1966, New York, April 21, 29, 1966, Auction Catalog.

Mason Klein, *Helena Rubinstein. Beauty is Power*, New York, Jewish Museum, 2014.

Iris Meder and Danielle Spera, *Helena Rubinstein. Pioneer of Beauty – Helena Rubinstein. Die Schönheitserfinderin*, Jüdisches Museum Wien, 2017.

Exhibition catalogue

Helena Rubinstein. Pioneer of the Beauty Revolution

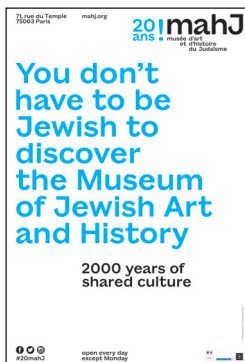
copublished by mahJ and Flammarion

256 pages; 19 x 25.5 cm

250 illustrations

35 €

Musée d'art et d'histoire du Judaïsme



Poster campaign in French and English for the mahJ's twentieth anniversary designed by the Doc Levin graphic design studio.

The mahJ has just celebrated its twentieth anniversary. When it opened in the prestigious setting of the Hôtel de Saint-Aignan in heart of Paris's Marais quarter in 1998, it gave France a museum with a vocation unique in the world: tracing the history of the Jewish communities in France, Europe and the Mediterranean through their diverse forms of artistic expression, cultural heritage and traditions from antiquity to today.

Twenty years after its creation, the mahJ is one of the most dynamic museums in Paris and a key actor in the preservation of a harmonious society. By enabling the widest possible public to discover the Jews' very ancient rooting in the nation and the universality of their artistic and cultural creations, the mahJ illustrates two thousand years of "shared cultures."

In twenty years, the mahJ has shown a hundred exhibitions, including *Sigmund Freud. Du regard à l'écoute*, *René Goscinny. Au-delà du rire*, *Golem ! Avatars d'une légende d'argile*, *Les mondes de Gotlib*, *La Valise mexicaine*, *Chagall et la Bible*, *Felix Nussbaum*, *La Splendeur des Camondo*, *De Superman au Chat du rabbin*, *Charlotte Salomon : Vie ? ou théâtre ?*, *Rembrandt et la nouvelle Jérusalem* and *Alfred Dreyfus. Le combat pour la justice*, as well as ground-breaking contemporary art installations such as Sigalit Landau's *Miqlat*, Moshe Ninio's *Lapse* and Kader Attia's *Big Bang*.

Since its opening in 1998, the mahJ has welcomed more than two million visitors. Its collection has been considerably enriched, notably in the contemporary art and photography fields, and now comprises over 12,000 works, more than 3,500 of which were acquired by donations and bequests. The museum has published fifty-six books, including thirty-one exhibition catalogues. The auditorium has hosted more than 1,500 events showing the multiple dimensions of Jewish culture in music, literature, theatre and cinema, to which some 3,000 artists, writers, musicians and researchers have contributed. The museum has also played an acclaimed role in national events such as *Le Mois de la Photo*, *La Nuit blanche* and *La Fête de la Musique*.

The mahJ's wide-ranging educational activities – guided tours and lectures, workshops for children, families and school groups – have been attended by some 120,000 pupils, students and teachers.

The Media Library has a unique collection of 25,000 volumes on the art and archaeology of Judaism and the history of the Jews in France, and more than 3,000 audiovisual documents and works. And with over 5,000 titles, the mahJ's Library has become a major reference resource for the exploration of the art, history and literatures of Judaism.

The museum is currently working on an expansion project beneath the Anne Frank Garden and the reorganization of its permanent collection, to enhance the presentation of its collections, more fully illustrate the history of the Jews of France in the national narrative and give its exhibitions more space to achieve their ambitions.

Practical information

› **Musée d'art et d'histoire du Judaïsme**

Hôtel de Saint-Aignan
71, rue du Temple
75003 Paris

› **Exhibition opening hours**

Tuesday, Thursday, Friday 11.00 – 18.00
Wednesday 11.00 – 21.00
Saturday and Sunday 10.00 – 19.00

› **Access**

Métro : Rambuteau, Hôtel-de-Ville
RER : Châtelet – Les Halles
Bus : 29, 38, 47, 75

› **Information**

www.mahj.org
01 53 01 86 65
info@mahj.org

› **Admission**

Exhibitions and museum
Full rate: 10 €; reduced rate: 8 €; European residents aged 18 to 25: 5 €

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