# Audio file

[Jo Loves Jo Malone CBE.mp3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

# [Transcript](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:00:00](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hey really quick before we start.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:00:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[This brand new episode of how I built this, you may have heard about our new how I built this Resilience series, where I've been having video conversations with founders and business leaders about how they're reacting to the current economic crisis. You can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:00:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[All those conversations, by the way, at our Facebook page facebook.com/how, I built this or on NPR YouTube page.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:00:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Anyway, this week I'm going to be live with five leaders in the fashion and beauty industry every single day starting Monday, May 18th through May 22nd, I'll be hosting a live video chat with an incredible lineup of guests, including Marcia Kilgore of Beauty Pie and Fit FL.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:00:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Jen \*\*\*\*\* of Rent the Runway, Sarah Lafleur of M Leflore, Ali web of dry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:00:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[James Reinhardt of Thredup. We're going to be talking about the challenges they're confronting and how they're trying to build resilience into their business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:00:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So join me every day this week at noon Eastern, 9:00 AM Pacific at facebook.com/how. I built this and if you want to learn more about NPR, other virtual events, you can go to nprpresents.org.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:01:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[This was a real breaking point. Gary came.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:01:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He had a pizza in his hand and I just, Gary.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:01:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[There's hundreds of orders come in and we've got to have them done by the end of the week and he said let me just have my supper and I'll do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:01:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He sat down to eat his dinner, and of course I touched everything in the kitchen with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:01:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So his pizza tasted of nutmeg and ginger, and he said if we carry on, we're going to end a divorce.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:01:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I let's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:01:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I'm going to go and have a shower and I'll come back in a minute. And I thought, Oh my God, no 'cause. I put all these seashells in the bath, and I was scenting them with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:01:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Sea lavender oil.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:01:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I heard him scream as he went in and he caved and he said OK, that's it. We need a shop.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:01:57](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:01:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:01:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's how I built this a show about innovators, entrepreneurs, idealists and the stories behind the movements they built.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:02:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hi, Guy raz. And on the show today how Joe Malone turned her homemade lotions into one of the hottest perfume brands in the world.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:02:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Joe Malone, London.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:02:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[If a tree falls in a forest and no one's around to hear it, does it make a sound?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:02:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[This famous philosophical thought experiment can easily be applied to entrepreneurship.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:02:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The question might go something like this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:02:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[If you make a great product, but you neglect the design element, will anyone notice it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:02:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Well, probably not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:02:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I mean, think about how many dish soaps there were when method debuted in the late 19.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:02:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[90s there's a reason why people bought method soap.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:02:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The product was good, but the bottle design was what got you to try it. When Tristan Walker created the bevel razor, he wanted the unboxing experience to be as exciting as the iPhone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:03:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He even wanted to replicate that whoosh sound when the top part separates from the bottom of the box.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:03:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Why did swell bottles break out in a marketplace inundated with water bottles?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:03:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Because Sarah Kaus designed them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:03:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Out now, all those things might sound superficial, but in a crowded marketplace, they matter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:03:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's what gets people to hear your tree falling in the forest, and that's kind of what Joe Malone did as well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:03:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Now, if you're not familiar with Joe Malone fragrances, I assure you you have seen a Joe Malone shop in some airport around the world.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:03:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The logo and the look is really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:03:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[A thin black frame around 3 words. Joe Malone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:03:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[London the perfume boxes are cream and wrapped in a single black bow. That's it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:03:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But there's something so elegant about that look that it makes you want to buy it, which is basically how her brand Joe Malone took off.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:04:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But this was after years and years and years of making lotions and creams and selling them out of her small apartment in London.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:04:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Joe story is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:04:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Like one of those magical realism novels.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:04:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It involves a real magician, her dad, his 10 dwarf rabbits, a mysterious Countess named Madame Blue body, and a working class childhood on the outskirts of London.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:04:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Now I interviewed Joe before the world went.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:04:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Although, let's be honest, it was crazy before 2 and I called her up to see how she's managing right now here in London.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:04:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah, I'm in lockdown London and my son, of course, has been living in lockdown together and actually.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:04:46](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You know what, guy?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:04:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's we laugh every single day as a family and I was thinking.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:04:51](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[When would I ever have?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:04:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Had this time with my 19 year old son again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:04:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Never. He was doing my highlights last night, colouring my hair.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:04:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's awful, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:05:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[There's some really funny moments in the whole.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:05:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Thing as well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:05:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He had rubber gloves on and I was sitting there trying to direct him and we were literally aching with laughter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:05:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:05:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Joe, let, let's go ahead and listen to to this episode that we recorded a few weeks ago about your life and your story, and then we'll come back at the end and find out about your situation. Now, is that OK?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:05:24](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:05:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Anyway, Joe grew up in a council.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:05:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Or what Americans would call public housing in the 1960s with her mom, dad and sister.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:05:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Joe has dyslexia, which went undiagnosed for years, and it made school a real struggle for her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:05:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I just couldn't keep up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:05:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I couldn't keep the words in my head. The things I was really good at were things like biology because it's visual. I was very good at history because I could listen to the stories and I would memorise those and I was very good at religious studies. Believe it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:05:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Because again, they're based on stories.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:05:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But mathematics.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:06:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[English languages I struggled above and beyond.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:06:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I would literally be thrown out the class with the others and I was told I was lazy and stupid and I knew I was needed. One of those things, but I just couldn't follow an exam paper.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:06:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Multiple choice to me was the worst thing in the world because I put my cross against an answer and then I'd watch all the sentences and all the letters move around on the page.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:06:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And by the end of it, I would probably have answered 3 or 4 questions out of 20 and I'd fail.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:06:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And then I would pick up a book.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:06:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I would read it and there'll be no problem at all. And I would think I'm cured.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:06:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Huh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:06:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And then, sure enough, it would happen again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:06:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And it it still happens to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:06:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Not. Not as much as it did when I was a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:06:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm, you know, can manage perfectly well now, but that's probably because I'm not so anxious about it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:06:49](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:06:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[What was your parents marriage like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:06:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was happy and very unhappy, both in the same breath.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:06:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They adored each other, and then they hated each other, and they adored each other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They hated each other and I was caught in the middle.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Adult in our household from a very young age.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And listen, I loved my mum and dad desperately and I know that they did their very best for me, but it made me grow up very, very fast and very quickly. And when they would have an argument, they would they would do that awful thing of Joe tell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:13](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Father, he's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Shirts are not going to be ironed and I would go in and say Dad, mum says your shirts tell your mother that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:24](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Replay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And they're standing in the same room. And I would sit there on the stairs listening to them fight and argue.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And then he'd walk out and she'd walk out and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I would just carry on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Go to the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[See what was for dinner?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But they were loving.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But they just couldn't live together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Were too volatile.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Fight about money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[What does every what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Are most.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Let's be honest, money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[My dad, who was the artist, he had lots of jobs. My father.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:07:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[My father was a brilliant, brilliant man, but did job jump a lot, so he was an architect.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:03 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was a painter. He would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He was also a member of the Magic Circle, so he was a magician.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I mean, you name it, he could do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And he was a huge gambler.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So they would rail about money, they would Rab out his gambling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Would he like blow all?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[His money and like on a poker game.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Would he and the month after that, yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And then he'd suddenly have a huge win.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Remember him one day coming home and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Draws up in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[This amazing Jaguar, where it's like well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You didn't have that this morning. So where's](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Well, that's one on a poker game and out the back of the car was all these leather coats that he'd obviously taken as payment from someones factory who didn't have enough money. And my mother said get rid of the car, get rid of the coats we don't want.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And so they were driven off up the road.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was. There was always.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[There was never a dull.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:08:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That's for sure. In our House, it never made me love my dad less or love my mum less, though I could see they were both very good people and I realized about my dad. And it wasn't until I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:09:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Older.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:09:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[When he did those things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:09:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was trying to do something nice for us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:09:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And he didn't realize the way he was going about it made my mum feel really insecure. But I saw that actually, what he was trying to he was trying to tell her he loved her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:09:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And you know, let's get in the car, put on the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:09:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And let's go for a drink.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:09:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Even as I'm talking about it, it brings a smile to my face, thinking there was so much kindness in my dad. But my goodness, it did often came out the wrong way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:09:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And just to clarify, your dad was a like, I mean, he obviously an interesting guy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:09:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He was he sold.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:09:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Paintings and he was a magician and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:09:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yes. Well, as I said, he didn't keep full time jobs for very long. So he was a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:09:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He'd gone through magician school and he was a brilliant magician and I would go and be the magicians assistant. So in our little garden in Bexleyheath we had rabbit hutches with about 10 white.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:10:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Rabbits.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:10:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Which of course I had to look.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:10:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I had to look after them in the show because they would appear from hats and hop around and do all sorts of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:10:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I was the magician's assistant, but he would also do his paintings, and when he wasn't in a full time employment, he still had to earn money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:10:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So we would do he and I would do all the markets at the weekend, we would go set up our little market stall and put all the paintings up. And I knew that we had to sell three paintings every single day because I knew if we didn't, we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:10:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Eat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:10:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I would we would set it all up and I would send my father off to go and get breakfast very early and I would try and get the first sale before he came back and I'd pocket the money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:10:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I pocket it so I could give it to my mom because I knew he would put it in his pocket.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:10:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Wouldn't see.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:10:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I realized that survival was an important.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:10:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Living.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:10:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I guess it was around.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:10:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[When you were at age 8, your there was sort of an important turning point in would be in your life and in your moms life. She met a woman named Madame Lubodi who had a a skin care like shop in London and went to work for her. Who?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:11:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Who was Madame Lupati?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:11:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:11:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Oh my God, I loved her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:11:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was such a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:11:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She was such an eclectic human being, so she was in her late 70s when I first met her and she was this brilliant skin care.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:11:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I think my mom went first of all to just be the receptionist and my mom became so involved and enjoyed very much working with her that she took herself off and got herself qualified in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:11:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Anatomy Physiatrics and set to work working as Madame Labarti's partner.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:11:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And this was a like a skin care salon. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:11:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yes, it was in bakers, just off Baker Street in a place called Montague Mansion.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:11:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Just round the corner from where Sherlock Holmes was rumoured to have lived and walked. That's where my mum.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:11:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[To work for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:11:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But it wasn't a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:11:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was a very private skin care clinic. So at that time in London, there were two women who were the skin doyens of the time who would look after all the elites.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:12:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was Countess Chucky and the other was Countess Labatti and she.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:12:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Private clinic. This was a point when women didn't run their own businesses, and they certainly didn't weren't successful in the way that both of them were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:12:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Madam Labati, she was very.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:12:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She was like 6263.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:12:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Blood red lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:12:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The most amazed she had the most incredible smell about her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:12:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was always.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:12:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Like crushed sandalwood and bulge, like the finest rose oil you ever smelled.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:12:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She had blonde cropped Pixie hair.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:12:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She always had a white lab coat on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:12:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Had cream fishnet tights.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:12:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Very high shoes and I would often come in if I went with my mum at the weekends.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:12:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Chance I had of going up to Baker Street with my mum.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:12:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I would go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:12:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She was like my best friend and I would love her and I think I got when I first met her. It was just before dementia.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Started kicking but I could see.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I could see signs of it, definitely because she'd suddenly forget my name or she'd forget something and she'd look at me and she'd say Jo, do you remember where I put it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I say yes, Madam. I was like a little helper a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And so by the time I was a sort of 7-8 years old, I'd spent a long.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[With.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[In the laboratory and it was this white room.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And there was all these like big glass.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Like old fashioned sweetie jars but in glass.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And they would all have herbs in from roses to sandalwood to slippery Elm to camphor crystals. To, I mean, you name it. It was there. There was every.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Jar of honey you could possibly think and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Her make face creams and make face masks up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was Madame Lubodi like a character? Or was she really like a Countess?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was she?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[What was her story?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:13:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Well, her real name was Doris Hildebaker and she. But she did marry a count.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And you know something?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I don't know whether some of this was dementia kicking in. I hope not, because she was obviously in her young 20s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was a very sought after young woman.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She told me once that she had passed messages backwards and forwards in the top of lids of face creams, and I said did that mean you were a spy?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And she.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[No, no, we never use that word.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But I suppose some would say, you know, she was a she was a great storyteller. And I just, I loved her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Eyes were like dinner plates the whole time, and there was a moment where.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I took her out for tea one afternoon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And she walked down the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And then she suddenly said to me, I don't know where I am. And I knew at that man. I cry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Remember, I cried and I took a hand. I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:44 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I know where we are and I took her home and I told my mom and and it was at that point that we had to get help, which and she deteriorated very quickly after that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:52](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:14:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I guess it was around like 1974 Madame Lubadd she she dies and your mom is her employee and somehow kind of inherits the the business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She wasn't just her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:09](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She by that point they had been. They had worked as partners and my mom had worked with in the clinic and was equal. She was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[After and helped pay all her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[My mum was very good and very kind to Madame Labati.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I guess we should clarify this and I guess you will, which is you didn't all of a sudden overnight become rich because Madame Luby apparently was like bankrupt.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[No money and we certainly didn't become I I don't think my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Were ever rich.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So when? When my mom died?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I guess your mom decides to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Build her own similar type of business right, and continue to make face creams and and and. So how did that go?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Did her business go?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But I mean very well, she had she built a really successful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:15:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She would go to people's houses so she didn't have, obviously, Montague Mansions were sold with on Baker Street and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:16:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Of course.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:16:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Knew how to make the face.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:16:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'd been doing it, but I don't know since I was 7-8 years old, so my jobs were to help her and on a Saturday morning we would, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:16:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The house in Bexleyheath and when she said to me I need 50 pots of cleansing cream. Can you make them?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:16:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That was, you know, that was my Saturday and I knew how to do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:16:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Wouldn't necessarily measure anything out, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:16:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:16:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Everything with such precision as she had taught me, and I would clean the fridge out and lay all the all the kitchen roll out, and I and I'd sterilize all the utensils and I'd boil the water and put the oil and I would trust my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:16:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[To tell me when I had to put the oils in at that point, it was like a mineral oil and a wax.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:16:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You had to wait until.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:16:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[In the enamel bucket. Then I let it cool down and the minute it's skinned I knew that was the point at which you poured it into the face pots. And then again I would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:16:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Would sit there and watch.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:16:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And then.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:16:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Delete them and then they go into the fridge and that would be the 50 pots and they would sell for five.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[50 a pots.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I don't think I was proud of myself, but I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I knew that I when I looked at it and we sold.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I knew that we could eat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That was always my motivation.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So all right, so your mom has this business and you are kind of helping her out. And it sounds like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[OK. And you're still a kid and?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Should be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You were still a, you know, a little girl. And I guess by the time you reach what we would call high school, you decide that it's not for you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You basically drop out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Well, in between that, so my mom.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was very, very sick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And the thing that really I think probably I woke up one day I could see my my my dad had disappeared.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Gone off. He'd run off with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And we I was left.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I could see my mum deteriorating slowly and slowly on one day I came home from school and I found her in a chair, rocking herself backwards and forwards and she wouldn't talk. She wouldn't say anything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:17:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I rushed to go and get a neighbor and she came in and she.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She said. Joe, take, take your sister upstairs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Going to call the doctor.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You know that they never said your mum's sick, but she your mum's having a turn. That's what. That's what she said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Which we would call. What nervous?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So, well, she was. My mum was having a breakdown. That's what my mum was and she was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And you know what? When people go through, I mean, we talk about it a lot now about mental illness. It's not about being weak.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:21 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Sure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She just held it together for too long, she.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Too long and she just couldn't hold it any longer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Then it was all down to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I remember social services coming round and they said that my sister and I would have to go into a home and I managed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I didn't lie, but I certainly didn't tell the truth.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I I just said no, no, no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[People around don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[My daddy's coming home and they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Well, where is your father?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He's coming back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Everything will be fine, but for for a year I managed on my own.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I made sure that my sister went to school every.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:18:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'd take her and then I'd come back home. Nurse, my mum bath, my mum, give her a breakfast, make the face creams up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:19:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[On the train with a shopping trolley, I'd go up to the flat that my mum worked from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:19:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[All the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:19:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Put it in and then come all the way back and then to cook dinner.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:19:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I put food on the table and that's when I stopped going to school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:19:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I couldn't see the point of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:19:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I couldn't see the point of sitting there feeling stupid being told I was stupid and lazy and it's like I'm running a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:19:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I know how to make money and I make face creams and that was probably the last day I went to school and I I was one of those people that fell through the cracks in the educational.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:19:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[System, but for that I'm really grateful because it made me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:19:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So basically around the time you were 16 years old, you were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:19:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Independent. I mean, you had to work and earn money to live to, to survive. I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:19:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You're absolutely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:19:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The age of 16. Then, when I was legally allowed to leave.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:19:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[My mom eventually became better.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:19:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:20:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I didn't realize this at the time, but it was going to happen again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:20:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And it happened twice more, but I thought she was better. And you know that I I wanted to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:20:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I wanted to be a teenager or a child, so I went to live with a family friend in London with an amazing family called the Soul.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:20:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And for the first time in my life, I saw what a family should be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:20:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:20:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I would never sat at a table and eat a meal together as a family at home, whereas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:20:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Here every night you would sit and you would talk about your day. And they were just the kindest, loveliest people in the whole world. And I kind of went to live with them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:20:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I got a job in Justin de Blanks in a little flower shop.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:20:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I earned 29 lbs a week, but it was a really, really really happy time. And what I noticed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:20:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I noticed that I had that my sense of smell was something that was very.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:20:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I didn't realize to what extent, but I would pick up the flowers and I'd say I smell the bottom of the end of the thing and the top of the Tulip, and I'd say they've been in the fridge for three days.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:21:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Want the fresh ones?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:21:06 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:21:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[No, no, no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:21:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They're absolutely no they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:21:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I don't want those, and eventually they just knew that they couldn't. If I picked up something to smell, I could tell whether it was fresh or it been sitting in free.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:21:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And that that was my first job.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:21:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I think Justin Deblank was like a high end grocery store, something like that in in London at the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:21:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He was a brilliant entrepreneur. He wanted to be a shopkeeper, so he opened a bakery. I think first of all, and then he opened a flower shop and then he opened a delicatessen, a really high end delicatessen in Elizabeth St.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:21:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I think I think you worked in that delicatessen too, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:21:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Like with Justin the blank before before moving on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:21:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah. And I left there. I went on to work in another flower shop and then from there I went to work with my mum.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:21:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Went back because she was very poorly again. And so that's when I went to work with her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I guess at at a certain point, Joe, maybe you were 18 or 17.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Or you went to to to Bible school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah, the reason.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I asked about Bible school was because I guess.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was where you met the person who would become your partner.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Gary, who would become your husband?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He was he so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:20](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Student there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yes, he was. He was studying.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He would have made me laugh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He'd have made a great vicar, but he, but yeah, he definitely was thinking about it full time and we fell in love with each other. And I knew that structure was not for me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So you you meet Gary and you guys, the two of you got married.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Pretty young, I mean you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I think you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[20 or 2121.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And that was sort of around the time where your your mom had asked you to come back and help her out. And soon after she has.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That sounds like, I think if I'm right, I mean she had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:22:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Right. She. It was like a stroke and it. But there were severe complications with it as well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The the woman.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Who was taken into hospital that night? Never returned.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[For me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was almost as if her personality had changed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Completely, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I don't blame her for that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But it was our relationship from that moment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was never the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She was never the mother that I had remembered. Everything I did was wrong.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She completely changed, and of course the more successful I became in the business, the more she hated me because I was living the life that she wanted to live and we were a young married couple. By the time that she came out of hospital and everything it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Like I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Can't live like this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[There was one incident where she I was upstairs doing someones face and I came down to the kitchen to pick up a face mask halfway through and as I walked through she picked up a pot of a face cream and she threw us at me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And it landed all the way down my face and I stood there and it was the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:23:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was just the utter humiliation, I think, of the whole thing and I snapped and I said that's it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I remember going upstairs finishing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I finished the day and I finished the woman's face.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I wiped my hair and I sobbed and I walked out of that house and thought that if I if I stay here, I'll die.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And so I made the decision that I was going to walk away that day, and I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But I'm belong to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Signed something?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That made me responsible for all the debts. So as I walked out of that door as a young woman, newly married thinking.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm, you know, going to start.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Little did I know that I was going to have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That I would have to pay off for the next goodness knows how many years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You basically were your Momma's business partner, but somehow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[This business was saddled with thousands of pounds of debt.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You now were responsible for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:54](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'd done all my life, which is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:24:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Accept the responsibility, even though it wasn't my fault and just get on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Push through.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:03 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Wow. So all right. So it's like 1988 or 89?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[About I guess 24.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Your mom obviously cannot run a business at that point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You take on like 30,000 lbs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I guess rough $40,000 roughly of of debt.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So what are you going to?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Like, how are you going to make money to start paying this off?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I went back to the four plastic jugs and the saucepan, which had been my probably my best friends all my life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You meant you meant you started to make face lotions and creams.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[What can I?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And it was by that point guy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Blood. And so I set up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I would carry my massage bed from house to house.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I would do peoples faces and I would go to one house and I'd say have you got any?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:25:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You know, if I can stay here and do 3-4 treatments, I knew that it was a really good day and that's how I existed for a good six to eight months. And I started to build a kleon tail together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They were my word of mouth, you know. They did all the marketing for me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Have to do it. I do the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'd come home. I'd get a taxi, or Gary would pick me up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Then I make the face creams and I get ready for the next day and that was our existence.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Can I ask you about face?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I mean, I'm curious like how do you make face creams?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[What were you buying and mixing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Well, cosmetics are either oil into water or water into oil. It's like cooking.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Like making a white sauce or a red sauce.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was in those days anyway. It's a little bit more complex now, but I would take the the waxes down or add the oils and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Boil it all up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It through muslin.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Let it stand for 24 hours, then go back. Add all the essential oils of at the time we had a a juniper skin tonic which was the most wonderful fresh green tonic that you'd put on your skin and your skin would just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Come alive. It would never dry out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:26:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I would, you know, do all of those things. And I suppose, I suppose, making juniper.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Is a bit like making vodka or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's all the same sort of pieces in it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Just different ingredients and different heating.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Points so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And these are things you knew how to do intuitively, because your mom had studied how to do it, and you just grew up as a kid helping her out, doing it with her, I guess.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I watched but it was also the all the years of Madam with Madame.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You know, it was all of those things, like the yogurt face mask that I still make today that I learned to make that in Baker Street with a yogurt.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Honey, a little bit of lemon juice to kind of sour the milk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Honey, sandalwood powder, slippery Elm powder.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Olive oil. Avocado.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I knew how to do it and I still, you know, it's still within me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Still know and understand how to it's when you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Do you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Making 11:50 pots of ice cream is easy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's when you scale.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's when you get to 100 pots and five.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That's went hard.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah, because you have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:27:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You have to alter and of course health and safety and health and hygiene and whatever didn't exist in those days.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Today, you couldn't stand in your kitchen and be pouring face cream in and put it in your fridge.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Be able to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Back then, it was perfectly acceptable and perfectly OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And you did this all out of your apartment where where you and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Were living, yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We had rented a small apartment in Chelsea and I would transform this little flat into a tiny little exclusive skin care clinic and we decided that this business, this business was taking 14 to 16 hours a day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So perhaps we would live in the flat where we were working. But of course there was no bedroom.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was just A1 skin Care Room 1 Kitchen and a beautiful big sitting room.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So we went to home base and bought a piece of blue foam and that was our bed for probably about four or five years and we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Roll it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Out. And then we'd hide it. When people come in for the treatments, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So she can luxury, isn't it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Roll it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And it would go into the laundry closet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And everything will be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:28:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And it would look like a little shop in the sitting room with this big.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:29:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And it would be full of product and by the end of every day, everything was gone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:29:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So the minute the last client went, which was about 630 quarters to seven, I'd make myself a big strong cup of coffee.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:29:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Stand in the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:29:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That was just so tight. It was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:29:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was no more than two people standing there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:29:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Plastic jugs would come out and I would start and I'd look at my appointment list and he was coming and I knew that certain women would want 6 bottles of cream.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:29:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I would make a big super duper thing and by the time Gary came home hoping for dinner.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:29:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He would be filling the bottles and labeling them and by about 11:12 we'd roll out a piece of blue foam.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:29:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Lie down, go to sleep and then the next day we'd wake up again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:29:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:29:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And then I think the turning point was the 3rd or the 4th Christmas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:29:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And he walked in one evening and he had a pizza in his hand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:29:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:29:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[There's hundreds of orders come in and we've got to have them done by the end of the week and he said let me just have my supper and I'll do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He sat down to eat his dinner, and of course I touched everything in the kitchen with fragrance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[His pizza tasted of nutmeg and ginger.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He went to make himself a cup of tea and everything bubbled up over the coffee cup and he said I can't do this anymore if.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[On we're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I literally said I'm going to go and have a shower and justice. I'll come back in a minute. And I thought, Oh my God, no, because I put all these seashells in the bath and I was sending them with lavender sea lavender.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Heard him.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[As he went in and I thought, I'm really in trouble.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And he walked and he said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We need a shop and I went.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[To shop and he said no, that's it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And that night we sat down and he said, I think I should leave my job.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I think we should go into business together and I will help.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'll be the everything that you're not and enable you to do this, but we can't carry on living like this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He was right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:30:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was breaking point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:31:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[When we come back in just a moment, how Joe moved out of the kitchen and into a brick and mortar shop.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:31:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And how she managed to build buzz even before the doors opened.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:31:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Stay with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:31:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm Guy Raz, and you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:31:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hey everyone, just a quick thanks to two of our sponsors who helped make this podcast possible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:31:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[1st to Etrade trading isn't for everyone, but E\*Trade is whether it's saving for a rainy day or your retirement, etrade has you covered.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:31:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They can help you check financial goals off your list.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:31:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And with a team of professionals giving you support when you need it, you can be confident that your money is working hard for you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:31:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Get more than just trading with etrade.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:31:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[To get started, visit etrade.com/podcast For more information.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:31:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Etrade Securities LLC, member FINRA sipc.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:31:56](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:31:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Thanks also to ZIP recruiter hiring used to be hard juggling multiple job boards, sifting through stacks of resumes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:32:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Can be overwhelming, but now hiring can be easy. Thanks to Ziprecruiter, where four out of five employers who post a job get a quality candidate within the first day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:32:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:32:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Zip recruiter the smartest way to hire try ZIP recruiter for free at ziprecruiter.com slash.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:32:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[BUILT.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:32:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Face masks have become the new normal as we continue to grapple with the ongoing pandemic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:32:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But when did we start wearing masks for our health and safety?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:32:38 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[This week on Throughline, the origins of the N95 mask, and how it became the life saving tool it is today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:32:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Throughline from NPR. The podcast where we go back in time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:32:48 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[To understand the present.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:32:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hey, welcome back to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:32:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm Guy Raz. So it's 1994. Joe and Gary both decided to go all in on Joe's cosmetics business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They have about a year's worth of cash to start out with and Gary has insisted that the business needs to get out of their apartment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And into a space of its own.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Walked along Walton St. one day and he'd found three sites, and I looked at them and I I went. No, no, I just. I had this always this thing about gut. That gut feeling. And I let them know. And as he walked down the street, he was at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Point not talking to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And just he just said you just impossible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I walked past.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[This one shop and it was a building site.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I felt the shop say it's me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And he went, you have got to be joking.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And when it's that one and that's where.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We started and I guess it wasn't just obvious you were going to call it Joe Malone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Were going to call.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That's what the name of the shop was going to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:53](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah, I mean, I didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I was Joe Malone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:33:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I didn't even think about that, and it was by that point, of course we have products with Jo Malone London on it. You know, we've done all the packaging, so yes, it it was a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Identity even though.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It sounds like for most of the early days of your business, you were making face lotions and creams and body oils.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Today, of course, I think most people think of Joe Malone as a perfume.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[When did that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[When did you start making perfumes?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Completely topsy turvy, so normally it's a fragrance that comes first and then what we call ancillaries, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Right, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Mine was the other way round, so I was doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I created a body lotion first of all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[From there I created a bath foil and then from the bath.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Foil I went to the fragrance because of course I wasn't allowed alcohol.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So you need alcohol to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Manufacturer fragrance and I didn't have that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Why weren't you allowed to have alcohol?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Well, I was living in premises. I couldn't have a whole lot of flammable alcohol to make it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Oh, 'cause, it was not safe. I see, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Wasn't safe to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You couldn't have the amount I needed as.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:34:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And you needed when you make fragrance, you have to let it stand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:35:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[A bit like it's a bit like wine, or if you put.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:35:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Garlic into olive oil and you have to let it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:35:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And then you have to filter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:35:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's very technical, but I wasn't allowed to have huge amounts of like 40-50 kilos of meat alcohol to make fragrance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:35:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So the fragrance was the last thing that came in the line, but by that point when we had the one of Garry's first jobs, when he came to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:35:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Work together was to go and find factories, and that man literally drove round England to all the factories and they said well, Gary, can you give us the formulation and we'll just follow it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:35:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He said unfortunately, it's in Joe's head, so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:35:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I had to go with him and I had to stand in the laboratories, which are very frustrating because they pour it in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:35:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I'd smell it. And I go you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:35:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Smell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:35:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Well, you can't put any more fragrance than that in and I went give me the thing and I put another, like, huge dollop in. And I go. Yep, that's it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:35:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That's the level and they said you can't that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:35:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You can't do that, I said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Why not?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Who says I can't?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I remember someone saying to me no one's gonna buy a fragrance called lime, Basil and Mandarin.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I remember looking at them saying why not?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[What it is?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Were we pretending to call it something? It's not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They were wrong. It did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Joe, how are you coming up with fragrances like Lime, Basil and Mandarin or nutmeg and ginger like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[How are you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Coming up with the scents for the perfume.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The way I create today is slightly different than when I did in those.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I would just create single notes and then lock them together like music and I would smell it in my head and then I create it in a little little jar glass jar and I put it into a body lotion or a barfoot.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Often how I would test things first of all and then test it, see if it worked and then if it worked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Get it formulated, get it bottled.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It out there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And that was my there was the testing period was done on me or Gary. Poor Gary used to have everything slathered all over him to see if it lasted.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:36:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You're not just looking at the smell of something, you're looking. What is it doing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[30.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[What does it do in a minute?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Is it doing in an hour?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[How does it dry?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[What is it? So you're looking at all of those, you know, different elements.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah, and and when you talk about notes, right, you're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I mean, we think of musical notes, but you're talking about scent notes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Right, like like for example the the smell of vanilla or the smell of ginger like that. Would each of those things would be one note. Are there multiple notes in each ingredient?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[There are chords, so it just think of it just like music or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Mixing paint on a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So what would what I'm doing is I'm taking. If I look at a jazz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And it's too heady. What I'm looking for is that fine mist that comes from a fountain.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:37](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Happy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[In the heat in Malaysia, in the middle of the afternoon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm taking the Jasmine and recreating.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I'm creating these little little notes and accords that I'm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:37:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And then I run round and I pick like crushed green palm leaves and I'm taking that and then I twist it round the Jasmine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:38:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm looking.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:38:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[For notes that sit together and that make the fragrance kind of bigger and tell a bigger story.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:38:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And then I'm delving into my memory for all the all the memories that I have of notes from I don't know, the riding a horse in Montana, the leather of a saddle and a rain.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:38:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Storm to the smell of broth cooking on a beach in in Parakey, which is the smell of pomelo to me. The skin of a fruit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:38:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's it's an art form it. But I'm I'm telling you stories or I'm writing poetry to you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:38:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm writing music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:38:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm. I'm just telling you and piercing together those notes and then allowing you to have your own memory with that fragrance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:38:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So it just seemed like an obvious.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:38:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You know, you're already making the lotions that that had fragrances.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:38:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So why not just just take the fragrance out and put it in its own bottle?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:38:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[People were asking for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:38:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[There were people saying that when where can I buy the fragrance from? So it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:38:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[A we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:38:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was it was a wantable product and we knew that people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Wanted it even in the early days when you open the store like I I read that like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[There were lines of people waiting to come in before you even opened up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm wondering is how do they know about the store?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Mean where you were? You.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Did you hire a PR firm or are you getting will you go and pitch in newspapers and try to get articles written about you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Did that happen?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I had a face client called Deborah Bennett and Deborah Bennett.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Been.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Very dear part of our lives for a long time and she said I'll help you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:35 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And she did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We did a big party.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[To launch the shop and we did an amazing piece in British Vogue, the Telegraph.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I mean everybody.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Everybody came out and supported.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:39:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And wrote about the shop and it just it just took off like wildfire. But by that point we had a good 1500 to 2000 people that were loyal to the product and that first Christmas, of course, the minute we hit January, we saw our market liter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:40:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Because everyone that had been given a product at Christmas was then coming back, buying it for themselves, and then giving.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:40:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[As a gift. So it was a phenomenal growth pattern that we saw.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:40:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[At that time, 1994, right, when you when you open the shop did you was was the the label like did it already look the way Joe Malone products look today did was that the look already at that point?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:40:28 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yes. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:40:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Pretty.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:40:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And it was one of my face clients.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:40:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[A lady called Isabel Ateji.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:40:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And she is one of my best friends to this day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:40:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She came and had her face done one day and I was sitting there and she said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:40:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[What would you like to do with the?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:40:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And she sat on the floor with me, with some empty cream and black boxes. And I said, well, I want this here. And it's so funny when you're successful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:40:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Always claim that they were the ones that did it. I've read a lot of things about people who said they did it. They didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:40:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was Isabella Teddy that did it. And she was the one that put.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Together and as we were sitting there, I said it's still missing something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And she turned around and on the back of the sofa, Gary had left her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[A tire black tie from an event that we've been at and she picked it up and wrapped it round it, and that was the black ribbon. And so it was her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Her genius and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Because it's iconic now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's like the Joe Malone box with a little square and the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:22](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Bow tie.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She then took it to her graphic designer and they did drawings and whatever. The minute I saw it, it's like, yeah, that's it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:31](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That was, that's what we used.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Know it's interesting, Joe, because we've done other cosmetics brands on the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Like Bobby.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Brown and bliss. And it's interesting because this seems like it was a turning point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Point in the industry, you know, in the US and in the UK like this is a time when people start to notice these very kind of clean products. You know, these keels is an example of that, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:56 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:41:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You walked into keels in the 90s and it looked like a pharmacy, and it sounds like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:42:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[What a similar thing was happening with Joe Malone. Like you had a very clear aesthetic that people seemed to kind of be attracted to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:42:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I think I think we were very much the, The Pioneers of the indie brands that are today, all of us in all of our own businesses had that turning point. But it was, it wasn't just about what the aesthetic was, it was what was in the bottle.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:42:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was a storytelling, authentic, real heartbeat of a person behind a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:42:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So all of those people you mentioned, Bobby Brown, Marcia Kilgore of Bliss, and all of us were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:42:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Didn't matter where we were coming from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:42:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Whether it be color, hair, skin.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:42:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Fragrance we were all really doing the same thing and people were identifying with them so suddenly it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:42:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was about buying into a lifestyle and I think a lot of the indie brands that we were, The Pioneers that carved out that marketplace for us because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:43:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[At that time they were the poor cousin.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:43:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They're certainly not, they're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:43:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They're the brands where everybody, you know, the big guys want to buy them because they can see.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:43:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That we had created things that with all their money and all their teams and all their budgets, could not create and we were still very much connected with our brands and you could feel the personality of the founder within that brand. And I think that was a huge.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:43:18](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:43:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Of the success of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:43:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah, I mean, this is the this story of of what was what's been called disruption.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:43:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Which is like two people like you and Gary could, could hang on your kitchen and make this iconic brand. But huge multinationals couldn't actually do that because they they weren't as nimble, right? They they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:43:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They couldn't move as quickly because they had huge, enormous businesses.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:43:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's just they had lots of teams and by the time you have an idea and it gets through to, I mean, listen, I've sat on both sides of the fence, so I understand both of them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:44:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I think the agility of a young indie brand or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:44:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You know, these young entrepreneurial brands and the way that have an idea and they spin it and they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:44:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It and they twist it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:44:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And they move with it and they're listening to the voice of the people, and they're listening to their own inner created voice.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:44:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's that relationship that brings the product to market faster and quicker.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:44:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[This is sort of like you. I mean I think you open the store in 94 within like six months.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:44:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hit your five year revenue goal and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:44:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[15 months in you hit $1,000,000 in sales. This is not. I mean this is still kind of a time when.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:44:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Entrepreneurs like yourself, we're not going to like private equity and outside investors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:44:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Wasn't like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:44:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You might have done that at this point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:44:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You would have had investors coming in and at that point you were your revenue was fueling the business, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:44:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Cash flow was allowing you to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:44:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[To develop a, you know more products and to expand I guess is that sort of how it worked?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Well, kind of. In the beginning, it did. Yeah, because there was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Mean we hit our first million.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[On Christmas Eve, which is that always just makes me feel?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Good so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was Christmas Eve when we'd shut the shop, and as I did, the takings on the till we were 342 lbs. I think it was shorts of our first million.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I looked at Gary and I said open the door.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Can't shut that, can't shut the shop.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And so we opened the door and it was all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was all men who were so glad we'd opened the door.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was like 330.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Afternoon. We open the door and they all came rolling in and we could see it sort of adding up and within 10 minutes we've done it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But the guy that took us over the million was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Want the cheapest thing you've got so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Can put it in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Stocking and it was an 895 shower gel.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Shall never ever forget.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And as I wrapped it, I handed it back to him and gave him a bottle of Don Perillon champagne. And I said Merry Christmas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He looked and he said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:45:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You're never going to make a great businessman by doing that to everybody.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:46:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:46:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Idea, but it was him who took us over.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:46:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Let's move to a million.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:46:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Over the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:46:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That's why.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:46:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So you hit the million and even though you were doing $1,000,000 in sales, I imagine that neither of you were personally getting rich because you had to buy a product, you had to make product, you had to use the cash flow to hire staff and to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:46:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It right back into the business, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:46:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah, if you if you want a business to grow, you got to invest back into it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:46:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So there was about that point we were growing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:46:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:46:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We couldn't just buy 50 plastic bottles at a time. We were buying 2 to 3000 plastic bottles at a time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:46:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And and at this point you still had one shop on Walton St. and it at this point did you start to think?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:46:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We should open more shops. Or were were you focused on just that? That one shop on Wall Street?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:46:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We were being hounded when I say hounded we had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:46:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Buyer every agency, every single person saying to Gary we want this product from New York to LA to I mean you name it, they wanted us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:47:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They wanted you to open your own shop, so they just wanted to import your products and sell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:47:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[At their shops.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:47:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[No, they wanted to import the product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:47:13](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:47:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So what happened was Don Mello, who's one of the great iconic shopkeepers of our of time. And at that time she was heading a department store in New York City, which is the number one Bergdorf Goodman.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:47:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And by that point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:47:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We had a lot of New York LA consumer base that were buying from London. So there was obviously a, you know, a demand and a hunger for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:47:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And she said, we'll give you a little bit of space and Gary Turan said if you want join my line.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:47:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[To build us a shop.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:47:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:47:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We were these two tiny we had no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:47:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We had no budget and I remember her looking at him.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:47:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She was so wonderful and she went OK, you come to New York City and we'll talk about it. And that's what we did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:47:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So we went to New York and we had this tiny little Rotunda that, she said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Can have that space and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It and she said anything else and he said yes. I want to use my own packaging.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Well, that they nearly all flipped and they all nearly walked out of the meeting room at that point and I was ready to go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Gary, just you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:18 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We'll use backdoor.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Goodman bags and he said Nope. We're going to use Joe Malone bags.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:21 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We have to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And they eventually.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And let us let us use our own packaging.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So you basically walk out of Burgor Goodman holding a Joe Malone bag? Not a Bergdorf Goodman bag.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yep, Yep. And I, I mean, let me tell you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:33](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That was all him.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That was not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I was ready to yield on that one, and of course he had been thinking strategically so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[When I run up to opening in Bergdorf Goodman, you know the the rule of thumb is there's no point taking any brand or any product to any part of the world, no matter how brilliant it is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:48:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[If no one knows it's there, so you have to create this buzz and you have to create the voice and you have to create the want.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:49:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So we'd got back to the hotel, went up to the hotel room.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:49:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And he.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:49:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[To unpack this box with all these bags in and I said, what are you doing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:49:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And he said I'm making bags up and he started to make Jo Malone bags up and put the black ribbon on the outside.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:49:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I said there's nothing in them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:49:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And he said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:49:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:49:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Someone else knows that we employed people to walk around New York City holding 10 empty Jo Malone bags for the month and the six weeks run up to opening in Bergdorf Goodman. And by the time we did, everybody had seen these Jo Malone bags, which had nothing in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:49:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And everybody thought that it was a much more successful brand than it was, but it was converted in empty bags. We call it walking the dog and we still do it today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:49:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Just have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:49:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Carrying empty Joe Malone bags down the street.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:49:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yep, and it worked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:49:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was genius.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:49:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I have to imagine that you are constantly getting pinged by people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:49:59](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Replay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:50:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Who wanted to franchise his?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:50:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Who were saying, hey, we want to invest, we want to open up Joe Malone shops all over the US. And how are you dealing with that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:50:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Mean was that, first of all, was that happening?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:50:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yes, I mean yes, it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:50:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was happening, but it didn't feel right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:50:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:50:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I knew I was looking for three things. I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:50:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Looking for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:50:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[People with deep pockets. I was looking for the financial bit, but I needed someone to teach us about distribution 'cause. We could see that distribution was a key and it was probably one of the things we were lacking. But more importantly, I needed somebody that really loved what.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:50:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Did and what they did? Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:50:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So here's a question 1999.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:50:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You have this hugely successful brand. You've got lions out the door. You're at Bergdorf Goodman and you sell to Estee Lauder, I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:50:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Why? Why did you decide to do that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:50:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Because I found all three and I knew.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:50:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So those three things, you know, you can often you can find money, you can find distribution.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:51:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was that last part about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:51:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was. Do they love me and this business and and do I love who they are?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:51:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That was a really important part to me and I couldn't find that last missing piece until I met Mr. Lauder. And when I sat with Leonard Lauder, he reminded me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:51:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[For me, he was a great entrepreneurial spirit who loved the beauty industry and had walked beside his mum.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:51:17 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Huh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:51:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[There was lots of similarities.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:51:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And when we were negotiating, it was I was going to stay for the rest of my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:51:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So it I needed something that I knew was going to be for the rest of my life. I wanted to stay and I wanted to continue to be Joe.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:51:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And the day that we agreed it and signed was probably one of the happiest days of my life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:51:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Now, Joe Malone is now owned by Estee.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:51:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And you are, you know, essentially an employee of Estee.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:51:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You become the creative director of of your brand, Joe Malone, and you're still running it. And it sounds like it didn't feel a whole lot different and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:52:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I guess within two years or three years of of that happening, you are diagnosed with breast cancer?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:52:13](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:52:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Which I'm I'm sure came as a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:52:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You were just 3738 years old when when you got that diagnosis.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:52:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yes, I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:52:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I was in New York City.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:52:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I remember it vividly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:52:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'd only just had Josh my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:52:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He was sort of two, I think 18 months 2 and I was so tired all the time and I never felt that I'd never felt sick or I'd never felt.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:52:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I was in The Four Seasons in New York City in the H1 morning.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:52:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I found something just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:52:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[On my kind of chest bone, I went back home, went to see the doctor and that night.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:52:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I as I sat when they done.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:52:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The tests.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:52:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I looked at the nurse's face, and I looked at the doctors face, and I knew it was really bad news.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I just could feel it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And he looked at me and he said I'm, you know, I'm terribly sorry to tell you, but it looks like you have a very aggressive form of breast cancer and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We think that you need to get your life in order. They were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He was basically telling me I didn't have long to live.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I just I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Poor Gary just collapse on the floor and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:21](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was a it was such a weird moment because I was dressed to go to this big party in London called the Serpentine Party, and I remember fiddling with my earrings in my pocket, thinking okay. Well, I'll just get through this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'll go to the party and I'll and then I suddenly realised that someone had given me a death sentence.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And it started to sink in and then then all I could think about was Josh and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That's the only I didn't care about any of the rest of it. But my son and my and I just remember thinking. God, I'll never see him grow up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'll never see him go to school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Never see him go to uni.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Never see him get.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:53:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You know, it was always awful, awful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:54:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Downing thoughts. And I went.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:54:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Gary was just in pieces, complete pieces and trying to be strong and I sat in the end of my bed and I remember thinking, Joe, you've never listened to a word anyone has ever told you in your life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:54:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[On Earth, are you going to listen now?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:54:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[When we come back in just a moment, a Joe Malones battle with cancer Bleacher to walk away from the brand with her name for good. Stay with us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:54:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm Guy Raz, and you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:54:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hey everyone, just a quick thanks to our sponsor Patreon where creators can build a more sustainable income source.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:54:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

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[00:55:05 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Sticks and stones might break your bones, but during this pandemic, hateful words could actually kill you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:55:11 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[This is dangerous at a level which we haven't seen. I think in in generations.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:55:17 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Is painting a target on millions of Americans.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:55:20 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Your questions about waste and covet next time on code switch from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:55:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hey, welcome back to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:55:26](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:55:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm Guy Raz. So it's 2002, and Joe has just received the news of her cancer diagnosis. And almost immediately, the Lauder family connects Joe with a specialist in New York to start her treatment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:55:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So we all moved out and we ran the business from New York City and Gary would commute backwards and forwards.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:55:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Josh was tiny, so he was very easy to manoeuvre around.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:55:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:55:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I was really suffer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:55:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I just suffered.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:55:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So badly through it, but I kept telling myself.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:55:58](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:55:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Grinnell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Grinnell Barrett can come through this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I mean, Larry Norton just was the most incredible, incredible doctor.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[This is your doctor Sloan Kettering.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah, he's one of those people in my life that without him, I wouldn't be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Talking to you today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I did one mastectomy. Then we got through all the chemo.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I had to do chemo all over again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And then on that last bit, when I thought it was all over, they found something else in the other brace.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I had to go through it all again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Oh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I can't tell you who I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The chemo had really taken over by that point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And then one day, Larry walked in and said it's gone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:35](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They're go home and go back and live your life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I said, will it come?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And he said, I don't know, but we have to go back and live your life. And and my life was back in my hands again and I knew that I had to do something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Remarkable with it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Which I mean, I think for anybody who goes through.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:56:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[An experience like that where you are so close to death, it puts your life into perspective and you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:57:04 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Sure does.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:57:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And you came to a conclusion, I think 99% of people would come to, including myself, which is work. And that part of me isn't important.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:57:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[My.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:57:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's taking advantage of life and living it to its fullest and you decide.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:57:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That you've got to leave work. You want to leave because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:57:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[For obvious reasons. I mean, I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:57:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Because you you you went through this experience, I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:57:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Well, I the chemo had taken my sense of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:57:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I hadn't told anyone that, and I couldn't smell properly and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:57:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That was your superpower, your sense, your sense of smell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:57:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was, and I hadn't told anyone that at all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:57:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:57:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Scared to even admit it to myself, and I was standing in in the shop in Madison Ave. and I just didn't feel as though I belonged anymore.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:57:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I was so concerned for everybody.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:58:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I didn't want to do anything wrong with the Lord of Corporation, and the Lord is because they'd.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:58:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[My life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:58:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I didn't want to see one person lose their job because that was their lives.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:58:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But I knew I couldn't stay as the person I was, so I went to Leonard and I explained to him, and he they all tried to change my mind and said please think again, think again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:58:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I was so determined. Guy to, to to walk away.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:58:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I flew back to London.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:58:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And as I got nearer to that day of leaving, I knew I'd made the biggest mistake of my life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:58:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Why?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:58:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Because I started to realize that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:58:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It wasn't a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:58:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was my best friend.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:58:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was your it was you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:58:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Identity it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:58:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Everything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:58:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was about the creativity and I realized that I would never create fragrance again and I would never do the things that I loved and everybody was running and getting everything ready and Gary was doing all the forms and I wanted to scream and say please can we?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:59:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Stop. And I know if I had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:59:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It would have done.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:59:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Know Leonard would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:59:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I said to him, can I be the last person to turn the lock in the key?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:59:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That last day and he said yes you can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:59:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I sobbed and sobbed as I put the bottles on the shelf for the last time, and I realized who on Earth was I ever going to be again? Who?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:59:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[What? What had I done?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:59:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[What had I done?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:59:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But I still couldn't smell and I'd signed A5 year lockout.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:59:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[A.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:59:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Non compete a non compete for five years. Yeah. And I suddenly felt this big, heavy noose coming tighter and tighter around my neck.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:59:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And then a month into it all being over, I woke up one morning and I could smell and I could smell like I'd never smelled before.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:59:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And of course that that's when I started to really suffer from anxiety.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[00:59:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[This is an important point because I think a lot of people hear stories on our show like yours, right, where people sell their businesses, whether it's Bobby Brown or Kate Spade or Marcia Kilgore and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:00:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You know, they they might think, well, now she's got it made.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:00:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Know she sold this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:00:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She's financially secure for life and she can go and, you know, travel and do whatever she wants. But people forget that businesses not aren't about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:00:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Money. They're about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:00:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Your identity, they're who you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:00:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They're the things that you that animate us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:00:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was those late nights in the apartment in Chelsea, eating pizzas and making lotions and getting clients, and it was it was all those things that made your life gave your your life meaning up until.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:00:42 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah, yeah, I laughed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:00:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[With the business, I'd cried with it. I built it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:00:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Seen it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:00:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You know all the emotions that you have with a human being I'd had with a business. I know that sounds weird, but I was suddenly I was suddenly walking away from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:00:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:00:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[My best friend it was, didn't have two arms and two legs, but it had a heartbeat and it had creativity and it had a conversation and it taught me things. And when I walked away, I couldn't even walk past the shop.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I could feel myself getting choked up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I felt resentful. I felt angry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Felt.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I was what I now know I was going through the five steps of grief. I was grieving for something. But you know, and people listening to this will will say, well, come on, Jay, you know, you had enough money in the bank, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[All I wanted to do was make a face cream and sell it, and I'd I'd signed five years of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Shackles and it was the most miserable five years of my life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So how did you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Call it your wilderness years or it's been it's been called that. What did you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:46 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Did you navigate those five years?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[What did you do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I went.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I helped other people with their businesses.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I sat on boards and all I wanted to do was was to come back. All I wanted to do was create.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:01:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Would make fragrance and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But of course I was living this smiley mask and crying every single night and just thinking and I kept. I had my first anxiety attack and I thought I was having a heart attack and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Often anxiety is connected with energy, and when your adrenaline starts to come back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I realize that's what was happening to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Body was starting to tell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Come on. You know, get ready to run again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's time to do something, and I made a television show actually for the BBC called High Street Dreams.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I formulated it and sold the idea to the BBC and we made that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I was standing in a garden with a pair of Wellington boots on and I was filling bottles of chilli sauce with this family.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:45](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Thank.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And you were doing this this show for aspiring entrepreneurs on the BBC and and and one of the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:49 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Aspiring entrepreneurs was a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[A family that was making like a hot sauce, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[A chili sauce.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:02:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That's exactly as filling these bottles, and I could feel the liquid and screwing, and I just felt this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:03:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[On just try one more time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:03:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I made.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:03:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Made my mind up that day, standing in that garden that I would try one more time and see if I could do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:03:09 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[While you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:03:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Were kind of helping them out. You all of a sudden had flashbacks to the excitement of filling bottles up with stuff.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:03:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah, it just took me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:03:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Just took me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:03:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I think it was this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:03:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was just filling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:03:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was that whole simplicity in that simple act, but it reminded me of who I'd been, who I was, and who I really wanted to be again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:03:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Once that five year period, that sort of non compete period ended, you were free to to to start a new business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:03:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But presumably you couldn't use your name and this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:03:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I mean this happens with like famous famous cookies. Like Wally Amos, couldn't he?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:03:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Couldn't use his name.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:03:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And Bobby Brown can't use her name for a business in quite the same way, so presumably you could not use Joe Malone for the next business that you wanted to start.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:04:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I couldn't use Jo Malone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:04:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I still can't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:04:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm able to use it as the person and as my voice, but I'm not able to use it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:04:11 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Sure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:04:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[In any other capacity in beauty or whatever.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:04:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But I was allowed to use Joe, so that was. I felt like I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:04:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Of halfway there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:04:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But I had to make sure that the consumer wasn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:04:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So one night at dinner, I was sitting with my son Josh and Gary, and we were sitting having dinner, and we were looking at all kinds of names, and he'd obviously been listening to this in the background, and he just looked at me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:04:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He went, mom.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:04:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Why don't you just call it Joe loves because you really love fragrance and fragrance really loves you. And it was just so profound.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:04:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You know, out of the bounds of an 8 year old or 10 year old. I think he was at that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:04:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So we we went back to the lawyers and it went backwards and forwards, and before we did anything and we showed anyone or anyone saw anything, we took it back to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The legal team at Lauder and showed them and said this is what we want to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Do you launch this new company? A fragrance company called Joe Loves in I guess 2011 and?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And obviously you were established.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Were known but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Mean did it still feel?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Mean. I don't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Were you nervous?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Like I was beyond nervous, I felt I was standing on the stage in my underwear because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Kinder.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The world had seen me on a global stage and assumed I was still there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Knew I had left.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And when we first set out with Joe Laughs, we ran straight into doing a pop up in Selfridges.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And we moved in there overnight.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And 4:00 in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Morning. We were there with all the builders and I was watching it and I hated what I saw.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hated.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I just could feel it inside and I thought, why have you done this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Why have you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So why?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You put yourself in this position, Joe.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Idiot.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[What did you hate?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I don't to the way it looked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:56](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I hate.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I hate to the way it was. If you look at some of the images in the beginning, it was all this red and black and it's harsh and it's it's almost like a teenager that's dyed her hair red and comes into.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:05:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You hated the colors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Screaming I that was that was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Only thing I can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That's what it felt like that I'd done.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Consumers all over the place.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The the team weren't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Mean it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was such a mess when I think about it and I thought you got open tomorrow morning and you're going to have to face it and you're going to have to work through this because if you really want to do this, you're going to have to eat a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Bit of humble.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And you're going to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[A bit of a fall for a minute.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So we open the next morning and we just couldn't get traction in this business and it didn't matter what we tried and what we did, we could not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We just couldn't get those sales.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And for two years I struggled.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah, I so every single day I sat and I regretted building this business because it was breeding money. #1 and I had no sales #2.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Why?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Huh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:06:59](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And nobody knew I was there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was ludicrous when I think about why I ran like I sprinted into that arena thinking that I had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The thinking I had the right to go back in where I'd left.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That was that was the biggest lesson for me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And it got to a point. I was coming up to my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Birthday and Gary comes in one morning and he hands me this little box and says happy birthday and I looked and I opened.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Was a key and I just thought, what's he done anyway?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Jumped in the car.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Drove down.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And he says.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Birthday go be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Shopkeeper again, because you an absolute nightmare.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I open the door and I said you'd no idea where we are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He said yes, I do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I said no, no, no, you don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Said yes, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You've come full circle and I said yes, it was the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Where?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Deblanc taught me to be a shopkeeper.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:07:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Flower shop that you worked at as a young woman.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:08:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was the delicatessen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:08:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Fidelity.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:08:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It was the deli and it was where I fell in love with Shopkeeping. I put the key in the door and I couldn't believe.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:08:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Just couldn't believe that I was back home.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:08:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We spent a year here doing the shop.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:08:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Creating it and the day we opened the door the same the the queue was there. As I came as I pulled up on that first day it was it was happening again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:08:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Wow. So it really took you opening that shop up to?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:08:26](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[What?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:08:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Get people to know to know about the brand because it's because I guess you were doing pop ups and you were sort of selling it at different, you know, cosmetic stores and but really the shop was your best advertisement.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:08:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Well, it always is. Your home isn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:08:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You know, if you invite someone for dinner and you sit on the outside pavement and you to eat fish and chips, you know it it. If you invite someone home to your brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:08:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's got to have 4.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:08:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You've got to fuel. You've got to feel the warmth of that brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:08:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And it was a huge responsibility because, of course.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[If a pop up doesn't work, you move on. If you sign that lease, you've got to make it work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I have that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I had that fear because I'd had two years of feeling, an absolute failure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I think having those four walls and as I walked through, I said to Gary.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We've got to do it differently.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I can't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I don't want to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I didn't want to walk in the same footsteps as I'd done before.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'd grown.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I was a different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[My life felt very different and my creativity was much raw and much braver than it had been, you know, 2530 years previous. And he said, what does that mean?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He looked at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Gary sometimes looks at me and I can see him thinking, oh, here we go. She's off.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I said I want to create a brasserie.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[He went. No, that's it. That's it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:49 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Food.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I said no, no, no, listen, he said no, I'm no it hasn't got a food licence.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Not doing a brasserie.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Pub next door.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I want to create a brasserie for your nose.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:09:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Could see it all in my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:10:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I knew exactly what I wanted to do, and that's exactly what we did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:10:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Created a brasserie for your nose.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:10:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And you can go in, just describe how it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:10:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You go in and you get a bunch of different like things to smell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:10:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yes. You sit as though you're just about to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:10:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You have a menu, you have and it's known as a tapas bar for your nose, and your tray comes up with a a tagine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:10:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And your bath Cologne though, is in the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:10:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You have chopsticks with cotton wool, so you think you're about to eat dim sum, but in fact everything is about the sense of smell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:10:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Your body lotions appear from velute guns, and we paint you with hot paint brushes all over your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:10:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Everything is about twisting and turning the experience and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:10:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Posing your sense of smell to be the predominant sense.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:10:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's still with us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:10:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's very much part of our storytelling and when we go around the world, we take a portable tapas bar with us and we entertain with with our fragrance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:10:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I mean, a lot of a lot of times when you know you meet. I'm sure this happened to you and Gary, where people would say, how could you work with your partner?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:11:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Could you work with your your?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:11:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But I've done a lot of interviews with partners with married couples who built successful businesses and in some cases, divorced and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:11:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Continue to run the business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:11:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But it sounds like in your case, like the partnership between you and Gary was really the kind of the secret of what made this work, that both of you brought different skill sets and you both respected each others strengths and weaknesses.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:11:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That was really what enabled you to be successful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:11:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We haven't always respected each others. You know, opinions we've we've had some really humding actually.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:11:37](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:11:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Businesses concerned, though he and I, I would say 99.9% of the time are always on the same page we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:11:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[From a very different perspective, but we always meet at that point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:11:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:11:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I look at him and things that come out of his head and his mouth are so smart and things that I could never possibly do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:11:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[There's a we're best friends we trust. If we stood back-to-back, we know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:11:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:12:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That each other would look after each other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:12:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But sometimes it's hard, you know, sometimes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:12:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I remember in the very beginning.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:12:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I would talk all weekend about work and he would say OK, you've got five things this weekend. Then once you've done your 5 things, you have to stop.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:12:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Well, 9:30, Saturday morning I'd used up my five things because I'd already spoken about it and I used to get so frustrated because I had to wait until Monday.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:12:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And then we realised that that just didn't work, but work to us is not a job or business or our career.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:12:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It is part of our lives.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:12:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's been part of our marriage.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:12:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Been part of our family.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:12:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's part of our relationship and I think we both actually, it's like a drug. I think we both love it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:12:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:12:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Joe, you had been through the process of starting a business and a successful brand and then selling it and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:12:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And watching that brand grow right, all the resources that Estee Lauder had to to really scale that brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:13:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Malone is at shops all around the world and it's ubiquitous.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:13:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[With with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:13:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Brand, now with Joe loves what? I mean, do you have those kinds of ambitions?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:13:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You see it as.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:13:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[As a as a global brand one day, or are you kind of happy with where, where it is now and and sort of?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:13:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I absolutely saw it as a global brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:13:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm passionate about what I do and it's not about just creating fragrance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:13:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I had this crazy idea that once in my life I wanted to completely challenge and change the way the world did something in fragrance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:13:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I never didn't know what it would be, but I was determined I was going to find it and a couple.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:13:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Ago it was sitting right by the side of Maine and it was in the form of a paintbrush, and I created a fragrance paintbrush where you can paint your body.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:13:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And this little fragrance paintbrush. When I first presented it to my marketing guys at the time, they all looked at me and said, oh, it'll never work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:13:49](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:13:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Such a gimmick, and I was so humiliated in that meeting, and I was so angry. And I thought I'll show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:14:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It works.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:14:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I put the prototype.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:14:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I went to the factories myself and I created everything within it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:14:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You know what that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:14:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Has been like a golden ticket because that is the point in brands today. You have to find that part in your imagination and that part that that connects with the consumer and the world that says we are going to do it different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:14:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And that paintbrush now is going around.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:14:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That's the thing that is converting China, that is, that is the one single product because they've never seen it before.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:14:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:14:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:14:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Suddenly, this younger generation alike.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:14:37](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:14:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's art for your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:14:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I can paint my body with fragrance, so I think Joe loves is is all about this springboard of creativity.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:14:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It allows me to to go jump with all my crazy, imaginative ideas and trust me, there's hundreds of them still there and I run at this business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:14:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I jump and I use her as like a like a laboratory to say what if?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:15:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm looking at it right now on the Internet and just to describe it, it's like it's another way to apply perfume.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:15:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's. I guess it's like a sort of a gel formula with the fragrance in it and you can just paint it on your body. And instead of spraying your yourself with perfumes, just another way to apply perfume.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:15:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They will say I want to be a scent artist so they pick it up and of course they're able to use two or three different lanar painting different parts of their band to layer it on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:15:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[All right, so layer it on, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:15:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's the creativity and it's being able to engage with fragrance and a whole with a whole different perspective.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:15:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So I'm looking at a photograph of you kneeling before Prince Phillip when you received your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:15:47](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[CBE.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:15:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You are a commander of the British Empire, which is obviously an honorarium, but I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:15:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Not just a big deal for for anyone, but I mean, given your life story.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:16:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Like you grew up in a Council flat like, you know, you had a really difficult childhood. You guys had no money. I mean, you were from a really working class background.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:16:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You built this super high end luxury brand called Joe Malone and then a second one now called Joe Loves and just considering like where you came from and how you started.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:16:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Jesus, sometimes I don't know you and Gary too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:16:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Like you just sometimes sit back and just say this is nuts. Like, this is totally crazy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:16:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Every day, every day I get up and I think I wasn't meant to be here.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:16:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I really I think as I when I was younger, I was so impatient to get to the next step. And as I've got older and realised, actually you've got to take time and enjoy them and when something good happens.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:16:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Or something bad?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:16:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Just take that time out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:16:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Don't be such a hurry to get to the next step and the next thing because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:16:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You miss the moment you miss the part that you've learned, or the part that you've enjoyed, or the part that you've worked for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:17:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I took my Santa University last year so a little choke there as well and I never dreamed I would see that day that that day when I was diagnosed with cancer, I never thought I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:17:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Him go to school or let alone go to university and and I cried a lot during those times.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:17:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I realized that life is you have to treasure the moment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:17:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Memories and moments are so there's Solomons riches.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:17:35 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:17:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[They're the things that we should be really holding on to in our lives and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:17:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Whether it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:17:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Building a business or, you know, transforming?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:17:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[A school, Oregon, watching your son go to university, Oregon, whatever it is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:17:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Staying married for 36 years treasure it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:17:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:17:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Treasure those moments because they are what make us, and that tenacity and that strength. And that resilience is a valued.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:18:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Part of a human being.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:18:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[How much? Umm, when you think about all of the things that got you to this point, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:18:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I think it's fair to say you've had a pretty successful life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:18:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Do you attribute your success to how hard you worked and your intelligence?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:18:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Do you think more of it had to do with just being?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:18:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Key.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:18:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[A little bit of everything, I think. I think a little bit of all of those things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:18:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I think hard work, people who work hard are some of the most successful I've ever met.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:18:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm afraid it nothing happens without hard work and determination, and that resilience, my intellect, my intelligence. I started out with very little and I wouldn't consider myself an intellectual in any way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:18:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I can hold my own in most conversations and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:18:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[In any conversation you can learn something from somebody else.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:18:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I do believe in a higher power.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:18:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Believe that I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:18:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I was given a second chance at life to do something remarkable and I'm determined to fulfill that and and luck.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I've been there's too many times in my life. I've been at the right place at the right time, at exactly the right moment for that to be coincidence. And I think as I've got to this part of my life now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm a little bit more a little easier on myself.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I say than I have been.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I think all the way through.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Not so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I'm not so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah, I'm not so hard on myself, but I feel I've earned a lot of money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But it's time now to do something with it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We've learned from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We can enjoy it, but but what are we going to do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hello.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hello, Joe. It's Guy Raz here.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:43](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Hi guy, how are you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Oh man, what a question these days.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:48](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yep, that's for sure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:19:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So as you briefly heard at the beginning of the episode, I spoke to Joe just a few days ago to find out how her business is doing given the crisis and how she's thinking about what it might look like once we get through this moment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:20:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So much of what you do depends on human human connections, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:20:08](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:20:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:20:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Tapas inspired fragrance bar and just you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:20:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Being with people and and talking through personal care, how are you starting to think about what that could look like without the face to face interaction?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:20:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I miss that human to human touch because I am a very much a people person, but we have already looked into having masks and visors. We're not taking anything away, by the way from the frontline.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:20:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Absolutely wouldn't be doing that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:20:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[But when those doors open, I want my team and my consumer to be safe. Sure, and I won't open those doors until I'm absolutely sure that everyone will be safe, even if it means staying in lockdown for a little bit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:20:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Longer, that's what we'll.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:20:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We've had to rethink how we do tap us from home. Take away tapas so it will be something that you take with you versus something that's uninter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:20:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:20:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:21:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Rupted and maybe never again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:21:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's going to be a challenge for not just for the beauty industry, but I think every industry is going to change now and this will be with us a long time and the effects that it has had on the consumer, there's always going to be that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:21:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Am I safe?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:21:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[So people need to believe that difficult times come, but they pass.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:21:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:21:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I was talking the other day and I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:21:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I was remembering that I've already done.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:21:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Of course I had to do lockdown in the middle of chemo because I was so poorly I had to go out with masks on and gloves and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:21:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I wasn't able to see anyone for fear of infection, so I'm starting to remember the things I thought during that lockdown, and I never doubted for a second that it would be over and I never doubted for a second.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:21:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Beat it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:21:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And I have the same mentality right now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:21:55](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:21:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You have dealt with like, insane adversity.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:22:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[In here you are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:22:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I mean, do you think in a way that those experiences help to prepare you to kind of?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:22:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[At least handle this one as best you can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:22:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I don't think I'm any different than a lot of people that have gone through tough times. I mean, a lot of people fight cancer, a lot of people go through difficult times. I think that for me, the fact the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:22:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[World is going through this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:22:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's we've all got to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:22:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It through it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:22:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[It's kind of easier than if it was just in a weird way than it if it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:22:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Your country, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:22:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[I think it's OK to cry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:22:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[You know, I think it's OK to feel scared and right at this moment. The thing that I would love to banish in this world the next month is judgmental people. Judging one another is really not helpful at this moment in time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:22:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[We need an attitude of unity in order to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:22:52 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[Beat this virus.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:22:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[That's John.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:22:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[She's the founder of Jo Malone London and Jo loves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:23:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[By the way, one of Joe's many fragrances is called #42, named after the flower shop on Elizabeth Street, where she worked alongside Justin de Blank back in the early 1980s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[01:23:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

[And thanks so much for listening to the show this week. If you want to support how I built this, please subscribe to our podcast and tell everyone you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

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[Thanks also to Sarah Saracen, Julia Carney, Candice Lim, Neva Grant and Jeff Rogers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVA)

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