

POPPY KING

Young Australian of the Year 1995

Copied from

<http://www.glamourgals.org/GLTI/poppyking.cfm>



Poppy King is an internationally renowned color expert, trend spotter and innovative business leader. Her entrepreneurial spirit, non-traditional style and personal passions set her apart in the beauty industry. With a beauty philosophy based on the belief that “beauty is individual”, Poppy infuses the products she creates with “fun, femininity and glamour.”

Poppy King, a native of Melbourne, Australia, caught the beauty bug early. Even as a little girl she spent her afternoons experimenting with her mother’s makeup. She has always been mesmerized by the allure of old-time Hollywood and to this day draws on the inspiration of this retro glamour. In 1991, at the age of 18, when she couldn’t find the perfect matte lipstick, Poppy combined her pioneering spirit and love of makeup to launch her own company, POPPY INDUSTRIES.

Poppy named her first lipsticks after the Seven Deadly Sins, giving the brand a fun and playful point of difference. The media took a great deal of interest in both the product and personality, and POPPY instantly caught on. Poppy’s passion, commitment and eye-for-color made the brand an overnight success in Australia, and in 1993 Poppy took the U.S. by storm.

The story of this young, successful cosmetics entrepreneur struck a chord with the press, and through the years she has appeared in top magazines and television programs around the world. She has been featured in Australian and American Vogue, Harper’s & Queen, Allure and Elle, just to name a few, and she was profiled on Australian 60 Minutes. In 1995, Time magazine named Poppy King one of the “Global Leaders for the New Millennium”. She was also awarded the “Young Australian of the Year”, and is included in both the Australian and international editions of Who’s Who.

In January 2003, after serving as CEO of POPPY INDUSTRIES for more than ten years, Poppy headed to New York to take on the new and exciting role of Color Designer and Vice President, Creative Marketing for Prescriptives. Poppy has always admired the custom beauty philosophy pioneered by Prescriptives and saw the opportunity to apply her expertise to a global market. Dividing her time between Prescriptives' New York headquarters and the labs, Poppy will energize the color category for the brand by bringing to life color palettes and products that are unique, exciting and wearable. Poppy's mission is to comb the world for the latest inspirations and uncover what's new and what's next in the world of art, fashion, beauty, music and film. Inspired by everything from flea markets, car shows and vintage stores to Indian spice shops and art galleries, Poppy's quirky, yet sophisticated style brings a creative and fresh perspective to how women look at cosmetics and color.



Q1 How old is Poppy King today?

Q2 what is meant by Retro Glamour?

Q3 in which magazines did she appear during her early successful days?

Q4 what provided the catalyst for her successful business?

Q5 what do you admire about Poppy King? Discuss with a partner. How would her skills map compare with yours?

Q6 Research, Why did her group of companies fall into financial difficulty?

Q7. Where does Poppy King work today?