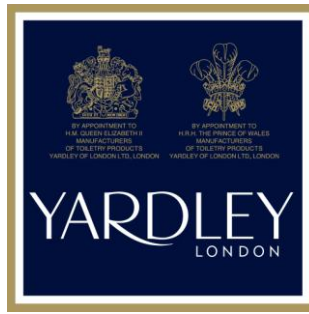


## Yardley London Historical Timeline

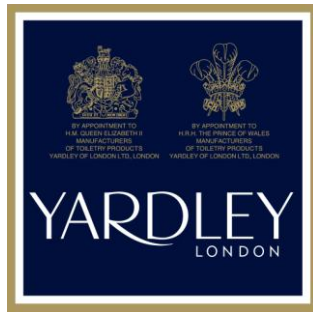
**Yardley London** is famous throughout the world as purveyors of quality fragrances and soaps. The first intimations of the great House of Yardley actually occurred 150 years prior to 1770, during the reign of King Charles 1, when a young man bearing the Yardley name paid the monarch a large and no doubt welcome sum to gain the concession for providing all the soap for the City of London. Sadly, the particulars of this enterprise were lost in the Great Fire of London in 1666. Only one detail remained; lavender was used to perfume the soap. Almost 390 years later, to the current day, English lavender is still synonymous with Yardley London.

- **1770** The soap and perfumery business now known as Yardley London, was established by William Cleaver's father in the City of London
- **1801** William Yardley, wealthy and ambitious, with sound business sense, gave his daughter Hermia in marriage to William Cleaver, the heir to the soap and perfumery business
- William Cleaver persuaded Coutts Banking House to advance him the huge sum (for those times) of £20,000 on the security of the soap and perfumery business, but he could never re-pay the loan. Father in-law William Yardley, who stood as guarantor, had to pay. He then became the first 'Yardley' to own the finest soap and perfumery business in London
- **1824** William Yardley died. He left his second business (supplying lavender, cosmetics and soap) to his younger son, Charles. Charles took little interest and handed the management of the company over to his younger cousin Frederick Cleaver
- **1841** Frederick Cleaver resigned from the business. Charles appointed a partner and established his own son in the business. It was known as **Yardley & Statham**
- **1851** Yardley & Statham exhibited at the Great Exhibition in Hyde Park.\*

\* One mould exhibited there is still preserved at Yardley London's head office and was exhibited again at the 1951 Festival of Britain



- Yardley was under new management after Statham and Charles Yardley died and Charles's son was too young to take over. The company was run by Thomas Exton Gardner and called Yardley & Company
- **1879** Yardley soaps were exported to the United States in no less than 22 varieties
- **1884** Business was booming and the company acquired new premises in Ridgmount Street. It was then named **Yardley & Co. Ltd**
- **1891** Thomas Exton Gardner died
- **1899** The business was at its lowest ebb, with the continuance of the business seriously in doubt
- **1900** Robert Gardner's sons took over the business. Thorton was managing director and Richard secretary
- **1905** Yardley & Co Ltd became known as one of the world's leading soap and perfumery houses after Thorton took the bold decision of trading under their own name
- Yardley & Co Ltd took residence at Carpenters Road, Stratford
- The first overseas selling organisation was established in Sydney
- **1910** A Yardley shop on 8 New Bond Street opened for display and retail sales. It became a London landmark
- **1913** Yardley used advertising and publicity techniques way a head of its time, by adopting Francis Wheatley's Flower-Sellers Group painting to use as the firm's trademark. This painting is one of 14 known as the 'Cries of London'. It became so well known and synonymous with Yardley, that people almost forgot that in the original painting the models sell yellow primroses – not sheaves of lavender, as in the Yardley version
- **1920** Yardley is converted into a PLC
- **1921** Prince Edward, eldest son of Edward V11, fashion leader and the man who became the king who gave up the throne for the woman he loved, appointed Yardley perfumers and fine soap makers to H.R.H. The Prince of Wales.\*

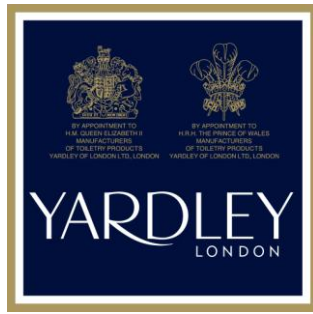


*\*Our very own Prince of Wales appointed Yardley as his manufacturers of toilet preparations in 1995*

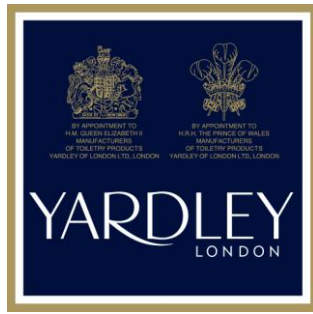
- **1921** Yardley launched in the US
- **1932** John H. Seager (an employee who retired as a member of the board of directors) was sent to travel the world to study and develop the species of lavender. The very best were brought home to England to help develop Yardley's own species. The results were the great fields of purple lavender stretching across the fields of southern England.\*

*\*This species is exclusive to Yardley and has never been improved upon anywhere in the world. Even today, Yardley sources all of its lavender from England, retaining and protecting the essential character that has made it so popular across hundreds of years*

- Royal Appointment – Perfumer to H.M Queen Mary
- A tax known as 'spirit' duty which had been charged on lavender was removed. Turnover at the Yardley factory doubled. Advertising spend increased and with it more demand for the products
- **1933** The current Yardley poster was voted 'Poster of the Year'. The company's advertising expertise were recognised and rewarded, both outside the company and within
- **1949** Royal Appointment – Purveyors of soap to H.M King George VI
- **1951** The first British depot outside London was opened at Liverpool for the purposes of Northern distribution. Overseas expansion continued, whereby the African girl valued a Yardley lipstick as much as her British counterpart
- Yardley 'Y' launched – a range of men's toiletries, directed at the increasingly fashion-conscious male
- **1955** Royal Appointment – Manufacturers of soap to H.M. Queen Elizabeth II
- **1960** Royal Appointment – Perfumers and manufacturers to H.M. Queen Elizabeth, The Queen Mother
- **1960s** In a time when company grouping was essential for further expansion, Yardley came under the wing of one of the top five British companies – British-American Tobacco



- Twiggy – the model of the moment, fronted Yardley’s advertising campaign
- **1966** Yardley’s new manufacturing company was established at a 19 acre site in Basildon, Essex
- **1970** British-American Tobacco co-ordinated all their cosmetic interests under the name of British American Cosmetics, but still retained their separate names. Yardley had 1,000 cosmetic lines exported to 130 countries
- **1971** The House of Yardley sponsored B.R.M team of Formula 1 Grand Prix, covering the cars in white with black, brown and gold ‘Y’s’ reflecting the motto of Yardley’s range of men’s toiletries
- **1985** Yardley was acquired by Beechams
- **1989** Yardley was acquired by Wasserstein Perella
- **1990s** Linda Evangelista, one of the first supermodels, fronted Yardley’s advertising campaign
- **1998** Yardley was acquired by Wella
- **2000** Yardley Gentlemen was introduced
- **2001** Wella acquired Yardley US
- **2002** Magnolia was introduced
- **2003** Yardley Skin Care and Yardley equity were introduced
- **2004** Pressed Powder and Fruit Sensation lines were introduced
- **2005** Yardley was acquired by The Lornamead Group, manufacturer and marketer of personal care products
- **2009** Lornamead sold Yardley Asian and Middle Eastern rights to Wipro
- **2010** Lornamead created a dedicated business unit for its luxury toiletries business, predominantly focusing on Yardley London and appointed Quentin Higham as Managing Director



- **Lornamead relaunches Yardley London in Europe and Americas with new designs, products, packaging and formulations**

**Stockist details:**

**Yardley London** is available at Boots, Lloyds and Independent Chemists – *Mid September*

**Stockist Enquires:** 01753 753 420 / [www.yardleylondon.co.uk](http://www.yardleylondon.co.uk)

**Notes to Editors:**

*Yardley London and Woods of Windsor are a separate business unit of the Lornamead Group – [www.lornamead.com](http://www.lornamead.com)*

- Founded by the Jatania family in 1978, the Lornamead Group was conceived originally as a trading house to represent the interests of blue chip brand owners on the African continent.
- From 1985, Lornamead has been developing and launching its own brands in various international markets across Asia, Europe and South Africa.
- Since 1998, the Group has focused on acquiring and investing in heritage consumer brands from large multi-national companies. Lornamead has the management expertise, scale and distribution power to operate them profitably.
- It currently manages a portfolio of over 30 brands distributed to over 50 countries worldwide.