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 ahead 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
Yardley London launches new 75ml Body Sprays
2011  Yardley London introduces its Royal English Daisy limited edition fragrance, inspired by Miss Catherine Middleton
Citrus & Wood, Yardley London’s first men’s fragrance for 6 years, launches
An extensive Christmas Gift Collection, including the new Soap in a Tin range, launches
Yardley London introduces a new Bath and Body Skincare Collection in five of its most popular fragrances

**English Lavender**, Yardley London’s international signature fragrance is a beautiful, elegant scent that combines lavender leaves, neroli and clary sage with a heart of lavender oil and geranium, enhanced with deeper notes of tonka bean and sandalwood.

**Lily of the Valley** is a light and elegant scent with citrus top notes, combined with a heart of fresh, spring flowers, including lily of the valley, jasmine, geranium and magnolia; drying down with an amber and woody base.

**English Rose** is an evocative light, fresh floral fragrance, combining rose absolute, neroli and camomile, with a heart of rosebud and jasmine petals with warm base notes of amber and sandalwood, which makes it an alluring choice of scent for both daytime and evening.
**Peony** is a modern, fruity floral with top notes of fresh green leaves, complemented at its heart by a combination of peony flower, red currant, geranium and heliotrope and undertones of warm amber.

**Iris** is a fresh, clean, spicy, floral that has an intriguing combination of fresh green leaves and citrus notes, a heart of iris, muguet, violet and rose with a warm vanilla base.

**April Violets** is a unique, fresh and sensual floral that opens with fresh, green violet leaves, citrus and geranium top notes combined with a heart of sweetly scented parma violets, iris, jasmine, ylang and tuberose with warm base notes of vanilla and sweet powdery accords.

**Orange Blossom** contains top notes of petit grain and orange, a heart of orange blossom combined with clary sage, caraway seed, violet and jasmine, softened with a base of vanilla.

**Royal English Daisy** is an elegant dewy fresh, green floral fragrance, reminiscent of flower-filled meadows in the spring sunshine. It opens with a burst of energetic top notes in the form of fresh green leaves and apple, combined with a heart of hyacinth and white rose, enhanced with warm base notes of sandalwood and musk.

**Stockist details:**

**Yardley London** is available at Boots, Lloyds, Morrisons, Independent Chemists and online at [www.yardleylondon.co.uk](http://www.yardleylondon.co.uk)

**Stockist Enquiries:** 01753 753 420

**For press enquiries, please contact:**

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**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.