## CORNER OFFICE

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But the story actually goes back further. Tal had cut her teeth in high-profile management roles in the fashion industry before taking a career hiatus to have her three children, now 12, 15, and 17. Rather than rettern to the corporate world, she took an entreprenetintal gamble, opening U, a small local hair salon, with a close friend. "It was such a learning curve," says Tal of running a small business, "but it strück me that there was this incredible relationship of trüst between a stylist and a client, that this was the perfect place to sell products."

It was just a matter of time before the right idea fell into her lap. "I was searching," admits Tal, adding that her initiation is what motivates the majority of her decisions. "When I had that treatment I knew instinctively that this would work, that I had to bring it home. Everyone told me all the reasons why it was a flawed plan, that it was too crowded a market. Even my husband took months to persuade (he's the Hebrew speaker, so I needed him to push the deal through), but I can be a hardheaded woman when my gut tells me something is right."

Having grown her team from less than 10 to about 300 in six years, Tal says that internal structural issues have been the biggest concern.

family atmosphere in her third-floor marketing headquarters a short stroll

from Central Park. Drawings by her 12-year-old daughter, Ariel, pronotince,

"This is the best office ever!" Scented candles, which test their fragrances, cre-

ate a soothing atmosphere in her comer office, and the whole place has been

remodeled Tal's Upper East Side apartment when she first moved from Canada to Manhattan two years ago.

"We wanted to have a beautiful office," says Tal. So Curry set about creating a "modern palace" befitting the

brand's runaway success: filling cabinets with vibrant

Blenko glass bottles; creating a voluminous Swarovski

crystal-laced chandelier with 4,000 feet of jewelry

chains; and lining floors with a mix of Calcutta gold

Of her five- and 10 year plans, 'Tal shrugs laughting. "I

honestly don't really know!" Just like a trusted hairstyl-

ist-she's waiting to hear what her customers ask for. G

The bespoke cabinet were inspired by th stained glass pieces of

marble and wide rustic wooden planks

"I can be a hardheaded woman when my gut tells me something is right."

Tal's office is minimalist



and undutteend





# on the secret of her success

"We were lucky to have my exhusband's business sense and my sense of aesthetics and positive energy. But at the end of the day I just had the right product."

#### on staying focused

"I think women have a powerful intuitive ability. A lot of people were discouraging, but I was sure we were on the right path."

#### on inspiration

"The Mediterranean is the root of my ideas-the colors of the ocean. the clothes people wear, the fragrances in the air all inspire my vision for the brand."

### 'on the tipping point

'It was the 2006 trade show [at New York's Javits Center]. We had the most beautiful, minimalist area and only one product, the Moroccanoil Treatment, but we really caught people's attention. Everything spiraled from there."

U 11 is right." 10 to about 300 in six years, Tal says that ctural issues have been the biggest concern. Adwide nature of our business means that we have e spread across the globe. So bringing everyone sther is a challenge." She's clearly succeeding. There's an industriou mily atmosphere in her third-floor marketing headquarters a short strok from Central Park. Drawings by her 12-year-old daughter, Ariel, pronounce, "This is the best office ever!" Scented candles, which test their fragrances, create a soothing atmosphere in her corner office, and the whole place has been given a glamorous revamp courtesy of Daun Curry, the interior designer who remodeled Tal's Upper East Side apartment when she

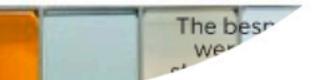


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"We wanted to have a beautiful office," says Tal. So Curry set about creating a "modern palace" befitting the brand's runaway success: filling cabinets with vibrant Blenko glass bottles; creating a voluminous Swarovski crystal-laced chandelier with 4,000 feet of jewelry chains; and lining floors with a mix of Calcutta gold marble and wide rustic wooden planks.

Of her five- and 10-year plans, Tal shrugs laughing honestly don't really know!" Just like a trusted ha' ist-she's waiting to hear what her customers as'





INVITED



Regis Haberkorn



David Krzypow and Emily Lohrman

The collection features decadent lotions, body buffs, and oils, all of which were inspired by the allure of the Mediterranean. Guests including Moroccanoll cofounder Carmen Tal, creative director Antonio Corral-Calero, and industry tastemakers enjoyed product demonstrations while sipping Champagne and enjoying the majestic New York City skyline.



Morox canoil's new luxury body products

auren Haskins and Jerome Berard

Daun Curry

# GOTHAM Summer 201

59 Sidncare is the next frontier for Moroccanoil founder Carmen Tal,

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# people

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PEOPLE, CULTURE, STYLE

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No.

## gnate 6

EARNING RAVE REVIEWS FOR HER NEW-SIGNARE FANGE, MOROCCANOIL FOUNDER CARME HAS CEMENTED HERSELF AS ONE OF THE NEW GENERATION OF COSMETICS POWER PLAYERS MOROCCANOIL FOUNDER CARMEN TAB BY MEHAWA BOT AGON THOTOGRAPHY BY SARI GOODFREND

VI TISE

Infeat-born Carmen Tal's journey from Montreal salon owner to the sull the financial white of the companyal daty bought the to use the head of a multimultion-dollar global beauty has been nothing

the head of a multimultion-dollar global beauty has been nothing short of stratospheric, six years ago she launched a single had the multimultion of the products are on her immediate horizon, including a nuclei the manupartions setting of a now shuttered Tel Aviv har sloe. Having had a discussion color treatment—'my highlights were orange, and in order to fix them the handresser used a permanent black dye, the condition was also... but unwilling to have her han chopped short. Tal opted for an ingen of treatment. The instantaneous results converted Tel, and less than a year later, in partnership with her now ex-husband (who

company that imposterious an of from Moroet

The premise was simple, so long this wide the radthe argum wat, which to move essential futy article on the US. Keeping three screanilized. Tai started her brand with justices provided, Manaccane, Treatment Stations argum al influed the stand of the s han miction that quickly became stions

Today Tal concedes there are few limits to her ambitions. But we don't launch things because everyone else is doing it," she states. "We res what our customers want." The company's move into history body ours, Tal, is the result of magging from brand from rather than market research. continued we page  $\delta \theta = 0$