

# FGI's Beauty Culture: Understanding the Power of "Cult"

BY CHRISTINE • MAY 17, 2018 • IN FEATURED EVENTS • NO COMMENTS



On May 10th, **FGI** (Fashion Group International) presented **BEAUTY CULTURE: Understanding the Power of "Cult"** at the NY Hilton.

The topic of discussion? Brands that matter today and have created a cult following. How they gained momentum? Why are they relevant? What are their ingredients for success?

Panelists included **Erin Flaherty**, Executive Editor Director of Luxury Beauty, Hearst Magazines; **Zahida Subramanian**, Partner at MINY (a division of J. Walter Thompson); **Marla Beck**, Co-Founder & CEO, Bluemercury Inc; **Gérard Camme**, Persident, Atelier Cologne; **Anne Carullo**, SVP, Global Product Development Estee Lauder, Tom Ford, GlamGlow; and **David Chung**, Founder & CEO, Farmacy.

Photo by **Eric Michaelson**