

For Immediate Release

Ida Stewart, Vice President of Estée Lauder

A starry-eyed young South Carolina school teacher and budding painter, putting her sixth graders through their paces, couldn't possibly have known that she was preparing herself, as well, for one of the top glamour jobs in the entire world of beauty and fashion.

Ida Stewart, Vice President of Merchandising at Estée Lauder, the worldwide franchise-distributed cosmetic company, is still starry-eyed with enthusiasm and still teaching -- but with a difference. She now teaches the teachers who instruct Estée Lauder demonstrators in the art of helping women realize their beauty potential.

Born in South Carolina, she was graduated from Winthrop College with a B.A. in Art and later (after her sixth graders) became Art Supervisor at Winthrop College.

Her gift for imparting knowledge took her to the University of Maryland as assistant professor of Health Education; then on to New York where she became Educational Director of the Bristol-Myers Company. She was Merchandising Coordinator of Coty before joining Estée Lauder in 1961.

In her post at Estée Lauder, Ida Stewart enjoys the privilege of working closely with Mrs. Lauder, to whom she is devoted. Her background of teaching and art is particularly relevant to such vital areas as new product development and make-up.

She has developed the teaching approach, initiated by Mrs. Lauder, which is used by the personnel at Estée Lauder counters around the world. Here the staff teaches the customer, rather than merely selling her. Not one jar of creme leaves the counter unless the owner has a thorough knowledge of its application. In the course of this instruction, she amazes her "students" with her ability to apply and remove her make-up without a mirror. She perfected this feat in her beginning days with Estée Lauder when she was called upon to take over a class in an emergency.

But that's only a small part of her activity at the glamorous Fifth Avenue headquarters of Estée Lauder in New York.

When asked about her typical day, the tall slender vivacious executive with the arresting blue eyes, replied, "There is no such day. Every day is different and full of so many surprises, that surprises become the rule." It's easy to see that she loves her work and especially the surprises.

For example, she may dash over to the Waldorf Towers to show the Duchess of Windsor how to do her eyes, or plan a nearly instant champagne meeting for important store presidents. Another day may start with a trip to the Long Island laboratories to check on the progress of a new foundation, and end with a meeting of store fashion directors back at her Fifth Avenue office. But in between she may have delighted the Begum Aga Kahn with an assortment of make-up items selected to be worn with one of her fabulous saris.

Her business trips have taken her around the world. This is her first trip Down Under, however, and she expects it to be "another new world" for her.

She is completely in accord with Mrs. Lauder's approach to beauty -- a combination of glamour and practicality. Ida is the best example of Mrs. Lauder's belief that a woman's role should be many-faceted and combine the art of living with the mechanics of living.

In her relaxed and easy manner, Ida Stewart exchanges the role of super executive for that of wife and hostess and never misses a step.

She met her husband in Riverside Church in New York City, where he was an usher and she a late worshipper. This led to an open door policy on romance and ultimately led to the altar.

They live in the South Carolina countryside -- in a big, rambling old house filled with Early American furniture. It also houses a pipe organ played by her husband, that attracts the neighborhood children who love to investigate its mysteries.

Ida insists that the house is in the charge of their two cats -- both named Squeeky -- a name they liked so much they used it twice.

Their house also serves from time to time as a gallery for her award-winning paintings - before they go off to private collections and museums.

Their farm yields prize-winning Black Angus cattle and race-winning trotting horses. At the moment, their trainer owns Cardigan Bay, the Australian-born champion horse.

Whatever Ida does, she does it with her whole being -- whether it's gardening -- she's a prize-winner - cooking, which she adores, or gratifying her passion for hats, for which she has the perfect face.

She loves the outdoors and children so much that she co-authored and illustrated a textbook on camp counseling which is used in all colleges in training camp counselors. It appeared the same year the Kinsey Report exploded on the American scene and was issued by the same publisher. Her blue eyes fill with merriment as she puts the question, "Guess which one sold more?"

She loves the ocean and the mountains (when they are 20 miles away), but she has a complete aversion to night clubs and would much prefer a quiet evening at home with books or TV.

She is listed in Who's Who in Worldwide Business and Industry, Who's Who in Education, and Who's Who in the East. She is a member of Fashion Group, Advertising Women of New York, and the American Association of University Women.

Before each trip Ida has a last-minute conference with Mrs. Lauder. She recalls the time she asked her to wish her luck. "No," replied Mrs. Lauder, "I just want you to be happy!" Mrs. Lauder believes that health and happiness are the twin keys to beauty. Ida Stewart has them in solid gold.