

The ENTREPRENEURS

FROM THE EDITORS AND BUREAUX OF MONOCLE MAGAZINE

• THE BUSINESS HANDBOOK FOR PEOPLE WITH BIG IDEAS

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THE TOOLS TO FIX, SECURE AND REFOCUS YOUR BUSINESS

How to chart a course through choppy waters, find opportunities, learn powerful lessons and be ready for a new world of entrepreneurship

Our stories of resolve and resistance from across the globe deliver an optimistic take on the future of the office, start-up finance and the need for cities with tight business communities

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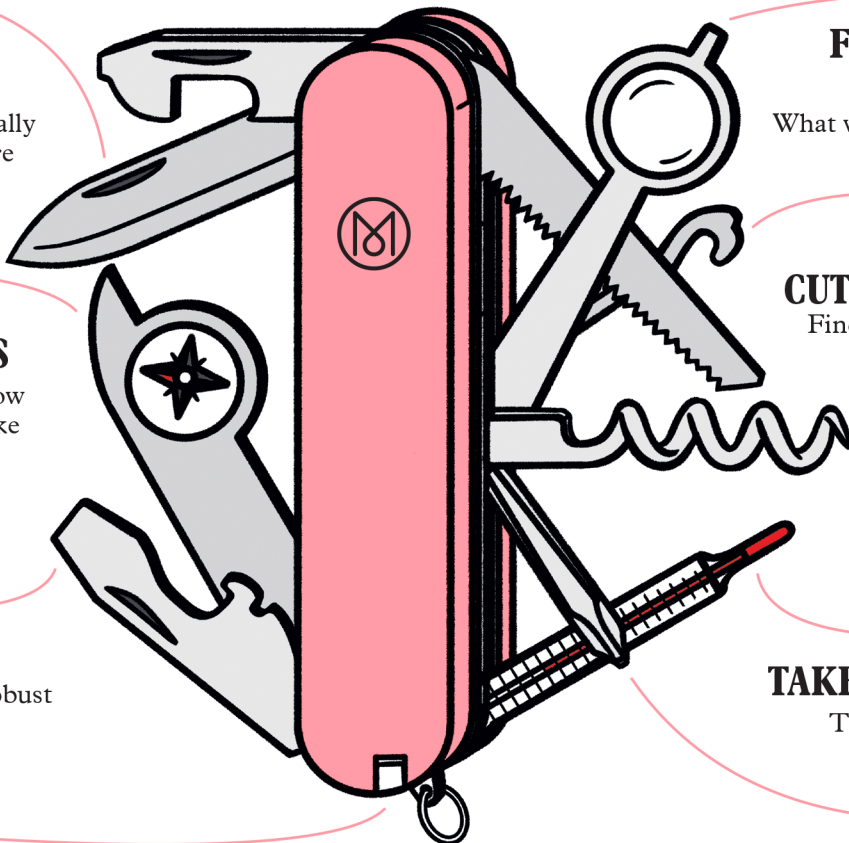
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As businesses around the globe deal with extraordinary challenges, UBS offers insights and advice from seven savvy entrepreneurs and specialists in France to inspire your next steps.

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David Zylberberg
*tells how to align
your sustainable
investments with
your values*

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Déborah Neuberg
*shows how to
build a fashion
label that outlasts
the trends*

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products, not your
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*proves that a
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can achieve an
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when you jump
into a sector that's
new to you*



UBS

Gallic stars

III.

Ramdane Touhami

L'Officine Universelle Buly



The idea for Buly came to Ramdane Touhami after reading Honoré de Balzac's 1837 novel *César Birotteau* about a Parisian perfumer who goes bankrupt. "I did some research and found this was a real guy, Jean-Pierre Buly," says Touhami. "The company still existed producing just one product called *Vinaigre de Buly*." Along with his wife Victoire de Taillac, he bought the business and quickly began recreating the brand as *l'Officine Universelle Buly*, a fantasy based on its 19th-century roots.

Touhami invested money earned by selling his stake in French candle company *Cire Trudon* (a brand he successfully revived in the

2000s) and applied for a new-business grant from the government.

From the outset he turned obstacles to the brand's advantage. When he struggled to find a printer to produce small quantities of the labels he needed, he found a calligraphy master to teach his staff how to do it themselves. Today 200 of Buly's 300 employees can provide this personal touch. "It's really what we are known for."

Today, Buly has shops in eight countries and produces more than 900 products, all free from parabens. The company has always eschewed plastic packaging in favour of glass and paper. "Everything is

organic," he says. "But we didn't mention this. We weren't going after this kind of customer. It's always been about creating the very best quality."

For him, sustainability is also about supporting craft, small industry and the know-how that is fast disappearing from the beauty realm. He thinks good business should make you smile: "Everyone from the suppliers to consumers should be happy."

Key takeaway:

Green credentials can be the quiet bedrock of quality and success: don't constantly remind your customers of your worthy principles – they will know.

Five Buly products



Plastic-free dental floss

Woven natural fibres coated with beeswax.



Powders

From ground nettles for hair loss to charcoal for smooth skin.



Soap sheets

Japanese-style scented papers that dissolve when wet.



Vetiver root brush

From India, natural skin-exfoliating roots.



Eau de la Belle Haleine

Mouthwash enriched with mint tea.