

HEALTHCARE

## ReVive Skincare's Elana Drell Szyfer: Luxury Woman to Watch 2019

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*Elana Drell Szyfer*

By STAFF REPORTS

*Luxury Daily* annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Elana Drell Szyfer, CEO, **ReVive Skincare**, New York

"Quality, emotional connection and incremental convenience or added value is what I think unites luxury across all sectors today"

What do you most like about your job?

I am lucky enough to be working for a second time with Tengram Capital Partners, this time, as the CEO of ReVive Skincare, which we purchased from Shiseido in December of 2017.

While we purchased the IP and the inventory and a wonderful field sales team, we didn't have a corporate team.

What I like the most is working alongside a team that was built at the beginning of a new chapter in this brand's life, and one that is wholly focused and dedicated to making the brand a global success – and lucky for us, the brand's founder and creator has partnered with us to help lead the way.

What is the biggest challenge in your work?

Priorities and people, even when you have a clear vision, which in the case of ReVive we do.

Prioritizing is a daily discipline: what should we focus on versus what do we have to focus on, are these things the same or different, how much does one detract and distract from the other?

The other, of course, is people. It seriously takes a village, and finding great people, aligned with your values and your vision takes time and patience, which is exactly what we fight against.

What is your work priority for 2019?

My biggest priority for 2019 is to think China ecommerce first.

I don't say that with any disrespect to any of my retailers or other markets, but the thinking with an "E" focused Chinese consumer mentality in the luxury space will ensure accretive opportunity across every retail business around the globe.

What is your proudest achievement in luxury?

I've had the honor earlier in my career of working on some of the finest luxury brands in the beauty industry, including both the Lancome and the Estée Lauder brands.

Launching products and categories that today are considered global best-in-class in their category, whether a fragrance, a skincare product or a lipstick or mascara and upholding the traditions of these storied brands, while having the opportunity to learn directly from modern greats in our business like Leonard Lauder, Jean-Paul Agon, John Demsey and Thia Breen, is what I am most proud of.

These indelible learning experiences and teaching moments have shaped me and my thinking and left an imprint for me to use and evolve as the operator and leader of luxury independent brands.

How do you see luxury evolving in 2019?

Tough question, especially because I don't think I'm a futurist.

That said, quality, emotional connection and incremental convenience or added value is what I think unites luxury across all sectors today.

I don't think that's new, but I do think how its delivered – the service, the speed, the format, the depth of the relationship, even the category and the feeling evoked – that's what's evolving about luxury.

Rest has become a luxury, health, the ability to focus – and any product or service that facilitates this in addition to this being found in the traditional luxury categories of food, travel, apparel, jewelry vehicles, homes et cetera, is part of the evolution of luxury.

[Please click here to see the entire Luxury Women to Watch 2019 list](#)

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