

VOLUME I -ISSUE

JULY 1999

GLOSS

the true story of the partnership that built a beauty empire
WHILE TRYING NOT TO KILL EACH OTHER

THE PLAZA YEARS

HOW TWO OUTSIDERS CONQUERED NEW YORK

FASHION WEEKS WARS

WHEN BEAUTY ,AMBITION,AND EGOS COLLIDE

PRINCESS DIANA INCEDENT

THE NIGHT JOHN GALLIANO LOST HIS MIND

INSIDE THE EMPIRE

SUCCESS,BETRAYAL,LAWSUITS AND SURVIVAL

CREATED BY JOEL WARREN

THE STORY

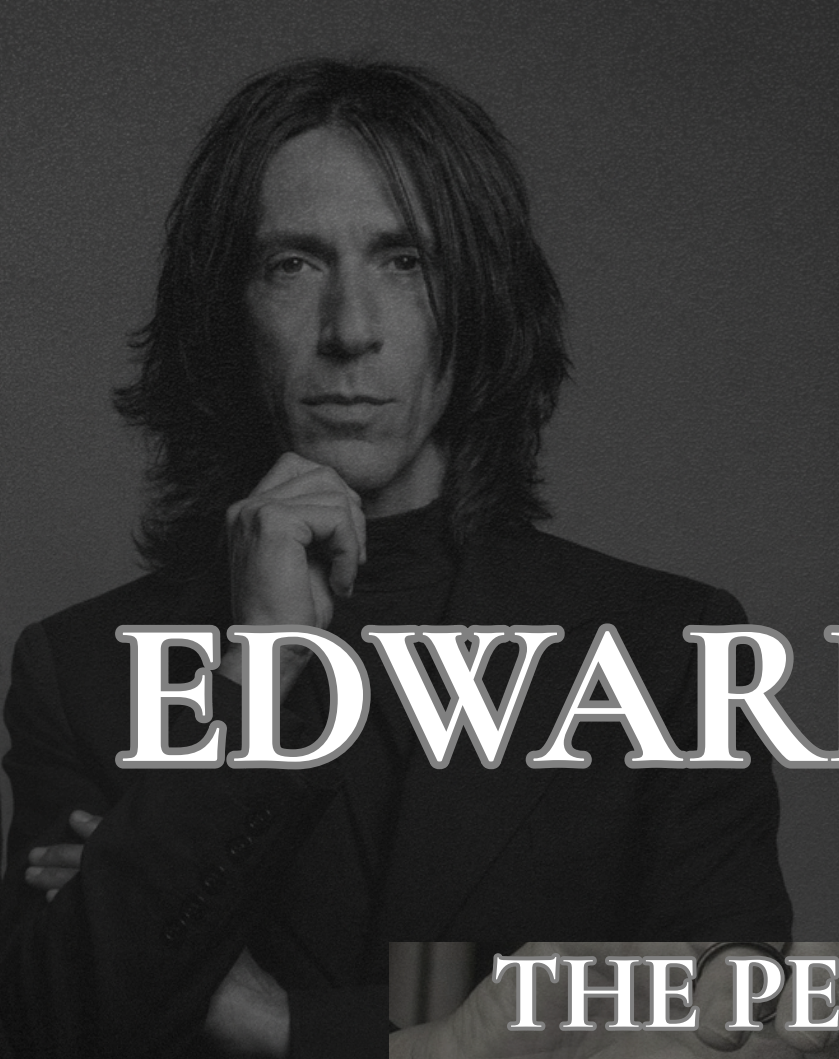
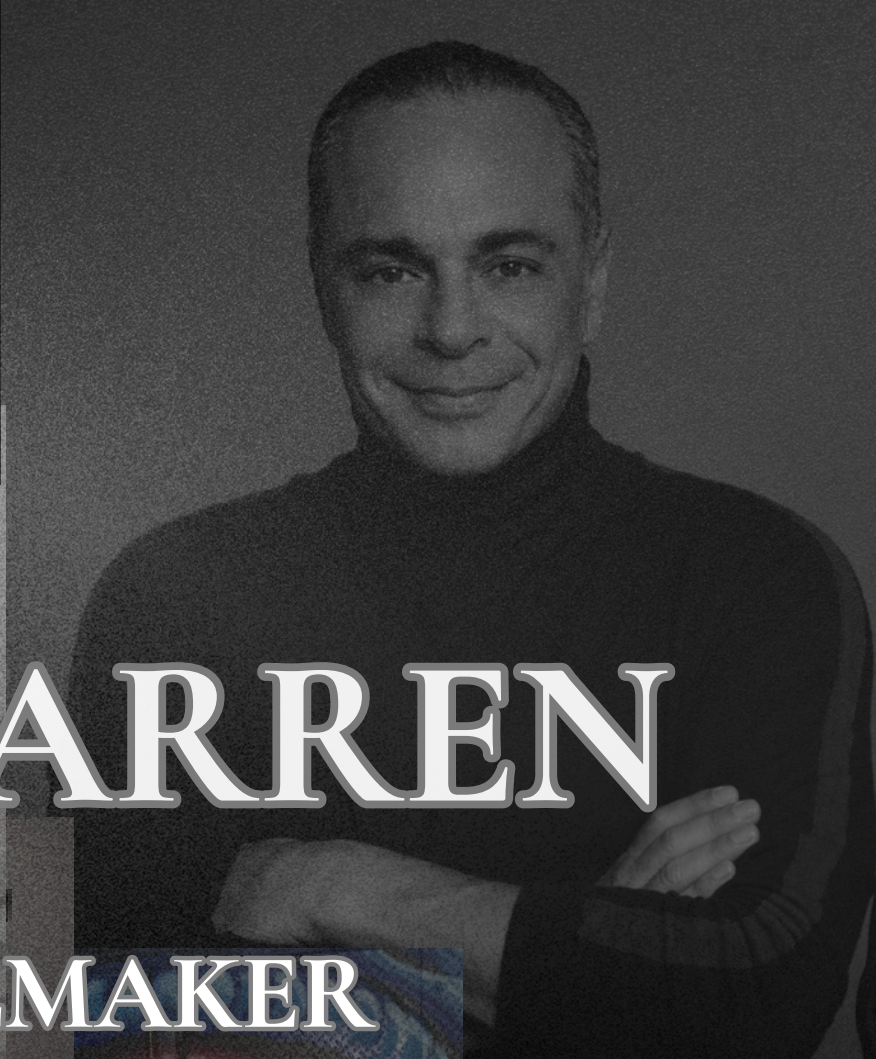
At the center of New York's most glamorous era, two unlikely partners build a beauty empire . As their world expands from salon chairs to Fashion Week, celebrity culture, the Met Gala, and beyond, their volatile partnership remains caught between brilliance and collapse.

- Sometimes you're laughing.
- Sometimes you're crying
- Sometimes you're broke
- Sometimes you're buying .
- Sometimes you're fighting.
- Sometimes you're having sex in the bathroom
- Sometimes you're in a mess .
- Sometimes you're on Page Six.

Then you wake up, and do it all over again .

That's life.

That's GLOSS.



JOEL WARREN

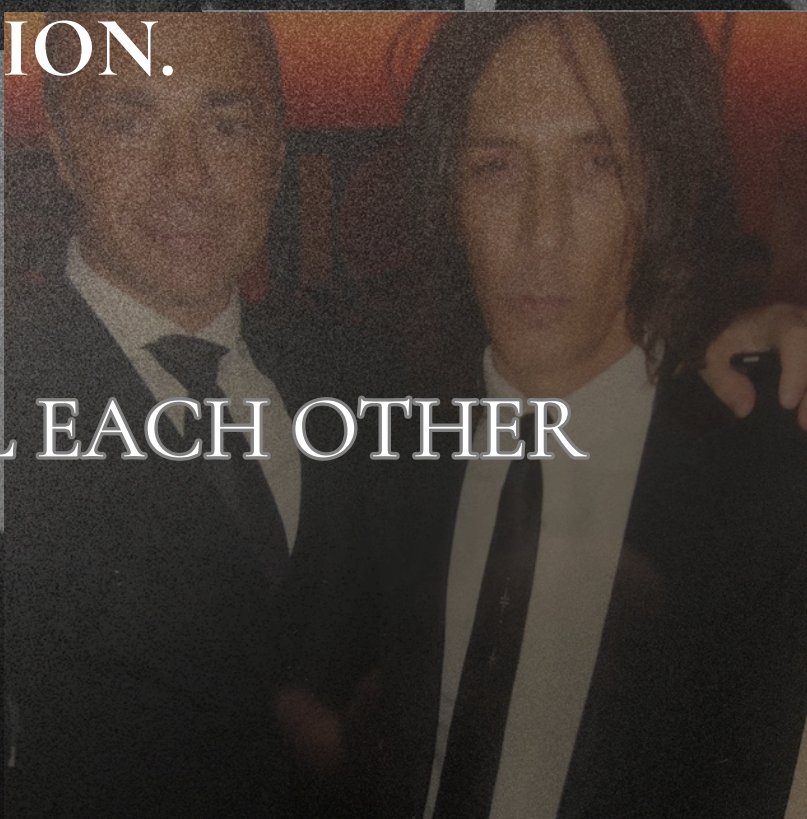
EDWARD TRICOMI

THE DEALMAKER

THE PERFECTIONIST

ONE CHASED OPPORTUNITY. THE OTHER CHASED PERFECTION.

THIRTY YEARS BUILDING AN UMPIRE - WHILE TRYING NOT TO KILL EACH OTHER



STORYLINE

Joel Warren and Edward Tricomi had no business being partners.

Joel was a likable kid who could walk into almost any room and somehow belong there. Edward looked like a rock star and acted like one—brilliant, demanding, unpredictable, and obsessed with the work.

New York was exploding. Fashion, celebrity, nightlife, money, and excess collided every night in a city that felt like the center of the world. Somehow, two completely different guys found themselves riding the wave.

Neither of them had a plan. What they had was instinct.

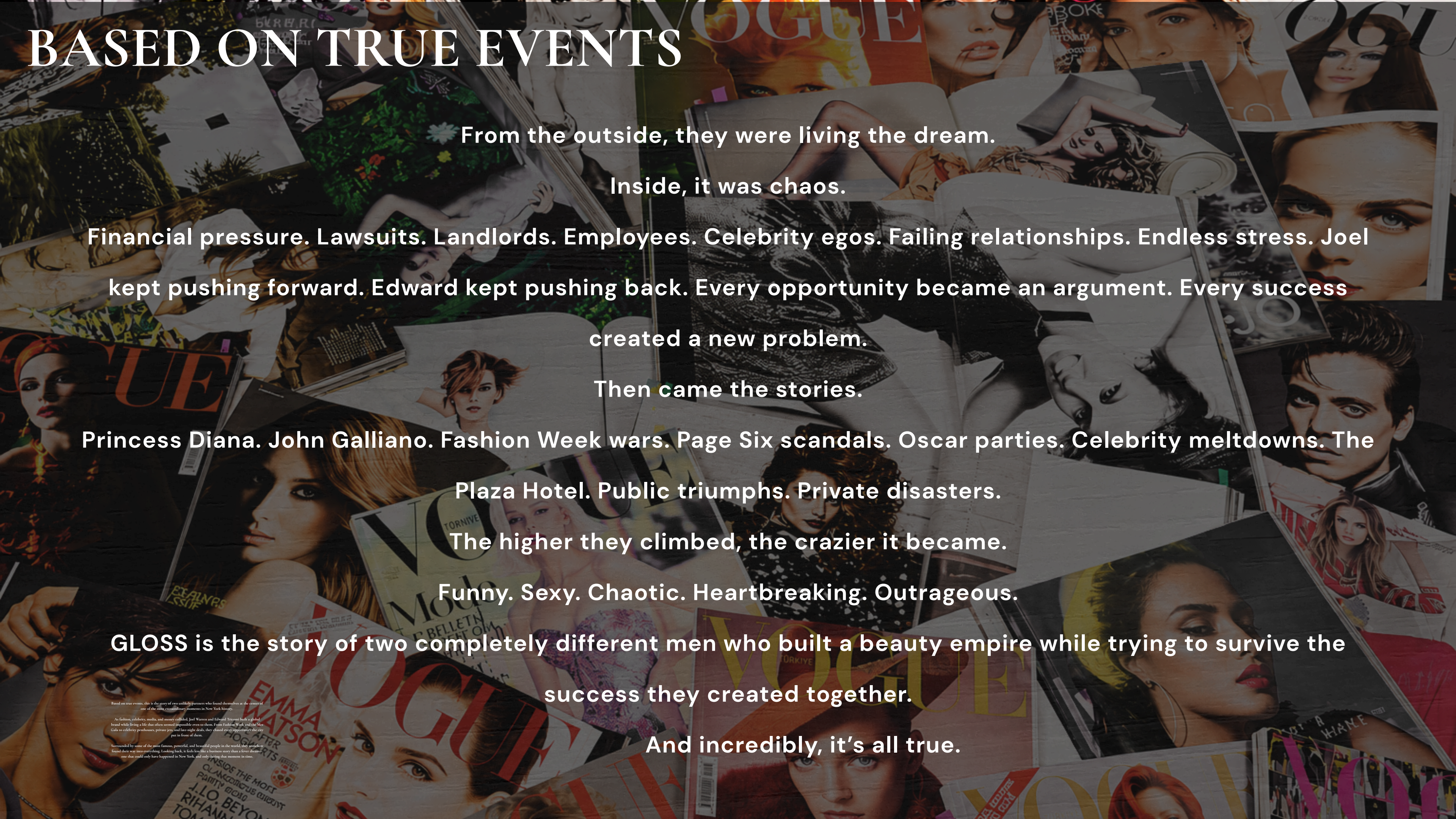
Joel chased opportunity. Edward chased perfection. Somehow, the combination worked.

Fashion Week. Magazine covers. Celebrity clients. Television appearances. Exclusive parties. Beautiful women.

Endless temptation.

For a while, it felt like they had figured it all out.

*I have the power to create
the life I desire.*



BASED ON TRUE EVENTS

From the outside, they were living the dream.

Inside, it was chaos.

Financial pressure. Lawsuits. Landlords. Employees. Celebrity egos. Failing relationships. Endless stress. Joel

kept pushing forward. Edward kept pushing back. Every opportunity became an argument. Every success

created a new problem.

Then came the stories.

Princess Diana. John Galliano. Fashion Week wars. Page Six scandals. Oscar parties. Celebrity meltdowns. The

Plaza Hotel. Public triumphs. Private disasters.

The higher they climbed, the crazier it became.

Funny. Sexy. Chaotic. Heartbreaking. Outrageous.

GLOSS is the story of two completely different men who built a beauty empire while trying to survive the

success they created together.

And incredibly, it's all true.

Based on true events, this is the story of two unlikely partners who found themselves at the center of one of the most extraordinary moments in New York history.

As fashion, celebrity, media, and money collided, Joel Warren and Edward Tricomi built a global brand while living a life that often seemed impossible even to them. From Fashion Week and the Met Gala to celebrity penhouses, private jets, and late-night deals, they chased every opportunity the city put in front of them.

Surrounded by some of the most famous, powerful, and beautiful people in the world, they somehow found their way into everything. Looking back, it feels less like a business story than a fever dream—one that could only have happened in New York, and only during that moment in time.

Sometimes I look back and wonder how we did it.

If I were reading this story instead of living it, I wouldn't believe a
word of it.

< The world we built, the people we met, and the things we experienced
simply couldn't happen the same way today.

AND SOMEHOW , WE SURVIVED IT .

Joel Warren

why now ?

GLOSS is a time capsule of the moment modern celebrity culture was born. Before influencers and social media, fashion, beauty, television, and nightlife created the blueprint for the world we live in today.

This is the true story of the people who were there when it happened.

a remarkable chapter of cultural history