



EVA ALEXANDRIDIS

BIOGRAPHY

After completing her Masters degree in E-Commerce in the US and working for several Silicon Valley start up firms during the hi-tech boom, Eva Alexandridis followed her husband to London in 2001.

Following his success as a plastic surgeon and founder of 111 Harley St., Dr Yannis created a healing serum to prescribe to his patients following surgery. This efficacy of the product was immediately recognised and met with overwhelming demand, which Eva astutely took as a sign to expand the brand both in product range and business practices.

Under her guidance, 111SKIN can now be found at luxury retailers around the world, including Harrods, Selfridges, Bergdorf Goodman, Violet Grey, MECCA, Joyce and Sephora. The brand also enjoys a rich online presence with Net-A-Porter, Cult Beauty & Look Fantastic among many others.

Through Eva's development and direction, 111SKIN has cemented itself as one of the frontrunners in advanced skincare, utilising medical delivery systems and innovative ingredients - sourced by Eva all over the world - to deliver clinical results.

The success of the company has allowed Eva to pursue her other passions, which include philanthropy and sustainability. As a mark of her efforts in the latter, 111SKIN was awarded the prestigious 'Positive Luxury' Butterfly Mark for the second time in 2020, highlighting the brand's commitment to environmentally-friendly practices, ethical sourcing and reducing unnecessary emissions across the supply chain.

Her altruistic nature has also meant 111SKIN has and continues to partner with several charities, including Women For Women, Make A Wish, No Kid Hungry and more recently the NHS. As 111SKIN moves into the next decade, Eva has ensured that philanthropy will remain the focus of the brands workplace culture and social framework.

Within workplace culture, Eva is the proprietary champion. The company's workforce is 95% women - many of whom are working mothers like herself - who have access to flexible working hours and on-site support. Eva also works hard to ensure she mentors as many young women as possible, utilising her contacts across many industries to encourage their career potential and support their aspirations.