

THE LORDS OF GILLETTE

Ferdinando Frega — Nando the Scribe

Gillettenarrative.com

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Gillette, the 1980s–1990s–2000s

Every company worth its name has a magic period, different from all the rest — in intensity, in excellence, in results, in ambition, in market — where everything becomes the memory of action, and never the action of memory, as it always did in the world of Gillette.

The extraordinary things its men and women accomplished remain bound to one singular trait: never to publish their successes, but to be recognized by the market — the only judge capable of validating, of justifying, and of condemning.

Gillette's people, across those thirty years, proved their worth, and they proved it inside every single fact — the only thing worth fighting for.

To them, to all my colleagues who have passed on to a better life, to those still here, and to those now carrying the responsibility of the brand — I say thank you, from the heart. Without all of this, nothing would have been born from my pen, nothing could I have rebuilt.

History is the sum of actions, and an author, a writer, is only a scribe at his table, recording the memory of what has been — so that all of humanity may never forget:

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Ferdinando

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