



At Liberty From Rehab to the Front Row

Ed Burstell

Description

A truly inspirational memoir, this is Ed's story: an affecting, candid and wildly funny tale of one man's meteoric rise to the top of the retail and fashion world – from heroin addict to MD of Liberty, one of Britain's most iconic institutions.

Along the way, Ed shares his ups and downs: the riotous hedonism of the 1980s New York and Florida party scene; the devastating impact of the AIDS crisis, during which he lost his best friend; his first job as a spritzer at Macy's; his role in transforming the fortunes of two of New York's most prestigious luxury department stores; his battle with drug addiction and depression; his experiences working with, and feting, a multiplicity of high-profile stars; his top tips for surviving in fashion and retail; and finally his coming to London to take the reins at Liberty, a stranger in a strange land.

Including 16 pages of photographs, *At Liberty* is a window onto a seemingly glamorous world, a world that Ed writes about with a sparky, wry, self-deprecating humour and a fantastic sense of pathos. Ed truly is a larger-than-life character, on and off the page.

Sales Points

- Ed Burstell is the Managing Director of the iconic London department store Liberty and star of the popular documentary series *Liberty of London*
- *Liberty of London* first aired on Channel 4 in 2013 and had over 2.2 million viewers per episode
- One of London's most popular and treasured stores, Liberty welcomes over 5 million people each year
- Includes a 16pp colour plate section

Reviews

- 'Indefatigable, indestructible and as decisive as a cleaver. Don't mess with the best' - *Richard E. Grant*
- 'Liberty has made a great decision to take on talent like Ed Burstell' - *Manolo Blahnik*
- 'Ed is one of retail's and the world's unique characters, as is his life story' - *Mary Portas*
- 'He matches adversity with self-reliance and determination, and describes how he went from being a spritzer at Macy's to holding one of the top jobs in UK retail. *From Rehab to the Front Row* is a short, but inspirational read.' - *Attitude Magazine*

Author Biography

Before taking the top job at Liberty in 2008 (since when he's presided over double-digit year-on-year growth), Ed was Senior Vice President at Bergdorf Goodman and General Manager of upscale fashion accessories boutique, Henri Bendel. Ed became known for his flamboyant and gregarious personality as the star of Channel 4's three-part *Liberty of London* documentary, which aired in December 2013 and netted viewing figures of 2.2 million per episode. The second series aired in November 2014 and discussions are in train for a third season. From all over the world, Liberty now welcomes in excess of 5 million people each year. Ed also writes for *The New York Times* and *The Financial Times*.

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