

Biographical Description for The HistoryMakers® Video Oral History with Jory Luster

PERSON

Luster, Jory, 1953-

Alternative Names: Jory Luster;

Life Dates: August 20, 1953-

Place of Birth: Chicago, Illinois, USA

Work: Chicago, IL

Occupations: Hair Care Manufacturer;

Biographical Note

Hair care manufacturer Jory Luster was born on August 20, 1953 in Chicago, Illinois to Blondell and Fred Luster, Sr. After graduating from Mendel Catholic Preparatory High School in 1971, Luster received his B.S. degree in business administration from Bradley University in Peoria, Illinois, in 1975. Luster went on to attend Northwestern University's Kellogg School of Management, where he received his M.B.A. degree in 2000.

In 1978, Luster was appointed vice president of his family's hair care company, Luster Products, Inc., founded in 1957, with his father, Fred Luster, serving as president and his mother, Blondell Luster, working as chairman of the board. In 1989, he helped create Luster Products, Inc.'s philanthropic branch, the Luster Foundation, dedicated to supporting community-based organizations that promote positive values and community service. That same year, he was voted chairman of the American Health and Beauty Aids Institute, a national trade organization representing the leading Black manufacturers of ethnic hair care and cosmetic products. Luster was promoted to his role as president of Luster Products, Inc. following the passing of his father in 1991. His brother and sister were also directors in the company, with Fred Luster II serving as vice president and director of research and development, and Sonja Luster-Munis serving as vice president and director of systems administration. In 2012, Luster's daughter, Resa B. Luster, joined the company as assistant brand manager; and, in 2018, she was promoted to brand manager at large. Under Luster's leadership, Luster Products, Inc. expanded product sales to over seventy countries internationally.

Luster served as the founder of the Leadership Education Advancement Program, or Project L.E.A.P., and served on the boards of the Near South Planning Board Executive Committee, The Luster Foundation, and Seaway National Bank. Luster was also a

member of Young Presidents Organization (YPO) from 1993 to 2004, and served on the City of Chicago Circulator Board.

In 2018, Luster received the WDB Marketing L.E.G.A.C.Y Award. Luster Products, Inc. was honored at Black United Fund of Illinois Inc.'s first annual "Living Legends/Passing the Torch" awards benefit in 2001. The company has been featured in Essence magazine, Allure Magazine, Elle Magazine, Ebony Magazine, Jet Magazine, Sophisticate's Black Hair Magazine, the Chicago Sun-times, The Chicago Defender, as well as WLS-TV Channel 7, WTTW-PBS Channel 11, and on the T.L.C. show, "Beauty Spaces."

Luster resides in Chicago, Illinois and has three adult children.

Jory Luster was interviewed by The HistoryMakers on July 10, 2019.

Related Entries

St. Dorothy School [STUDENTOF]

[from ? to ?]

Mendel Catholic Preparatory High School [STUDENTOF]

[from ? to ?]

Bradley University [STUDENTOF]

[from ? to ?]

B.S.

Northwestern University, Kellogg School of Business [STUDENTOF]

[from ? to ?]

M.B.A

Luster Products, Inc. [EMPLOYEEOF]

[from 1975 to 1991]

Vice President

Luster Products, Inc. [EMPLOYEEOF]

[from 1991 to ?]

President

American Health and Beauty Aids Institute [MEMBEROF]

[from 1989 to ?]

Chairman

Leadership Education Advancement Program [MEMBEROF]

[from ? to ?]

Founder

Near South Planning [MEMBEROF]

[from ? to ?]

Board Member; Executive Committee

Luster Products Black Heritage Foundation [MEMBEROF]

[from ? to ?]

Board Member

Seaway National Bank [MEMBEROF]

[from ? to ?]

Board Member