

Finding Aid to The HistoryMakers® Video Oral History with Jory Luster

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Luster, Jory, 1953-
Title:	The HistoryMakers® Video Oral History Interview with Jory Luster,
Dates:	July 10, 2019
Bulk Dates:	2019
Physical Description:	7 uncompressed MOV digital video files (3:08:45).
Abstract:	Hair care manufacturer Jory Luster (1953-) served as vice president of his family's hair care company, Luster Products, Inc., since 1978, and as president since 1991. Luster was interviewed by The HistoryMakers® on July 10, 2019, in Chicago, Illinois. This collection is comprised of the original video footage of the interview.
Identification:	A2019_047
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

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.

Scope and Content

This life oral history interview with Jory Luster was conducted by Harriette Cole on July 10, 2019, in Chicago, Illinois, and was recorded on 7 uncompressed MOV digital video files. Hair care manufacturer Jory Luster (1953-) served as vice president of his family's hair care company, Luster Products, Inc., since 1978, and as president since 1991.

Restrictions

Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

Persons:

Luster, Jory, 1953-

Cole, Harriette (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews

Luster, Jory, 1953---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Hair Care Manufacturer

HistoryMakers® Category:

BusinessMakers|StyleMakers

Administrative Information

Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

Preferred Citation

The HistoryMakers® Video Oral History Interview with Jory Luster, July 10, 2019. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

Detailed Description of the Collection

Series I: Original Interview Footage

Video Oral History Interview with Jory Luster, Section A2019_047_001_001, TRT: 1:33:38 ?

- Video Oral History Interview with Jory Luster, Section A2019_047_001_002, TRT: 2:28:05 ?
- Video Oral History Interview with Jory Luster, Section A2019_047_001_003, TRT: 3:29:27 ?
- Video Oral History Interview with Jory Luster, Section A2019_047_001_004, TRT: 4:28:56 ?
- Video Oral History Interview with Jory Luster, Section A2019_047_001_005, TRT: 5:29:03 ?
- Video Oral History Interview with Jory Luster, Section A2019_047_001_006, TRT: 6:23:39 ?
- Video Oral History Interview with Jory Luster, Section A2019_047_001_007, TRT: 7:15:57 ?