

Goya

The Growth of Goya



Douglas Collins (1913–1972) was the creator of Goya. He began making perfumes in the mid 1930s and in 1937 he re-named his company Goya. He thought it was a word which could be said in many different languages.

The breakthrough moment for Goya came in 1938 with an order for 200,000 samples to be given away with Woman's Journal magazine. From then on the firm, founded on the idea of a small amount of something very good, went from strength to strength. For the first 20 years of Goya's existence, its brand range was led by quality perfumes in tiny sized bottles, together with powder, bath cubes and hand lotions.

Goya was originally based in London but at the end of the Second World War a search began for larger premises. In 1946 Collins purchased the former site of the Weller Brewery in Church Street, Amersham. He named it Badminton Court because *"it sounded aristocratic and because the main floor area had been used for badminton courts before the war."* Many local women were employed in the factory. An additional premises on Raans Road, Amersham-on-the-Hill, was also built and it was here that many of the cosmetics were produced.



In 1960 Douglas Collins sold Goya to Reckitt and Colman but then repurchased it in 1968. Douglas Collins' son, Christopher, became managing director, a position he still held when Goya was acquired by ICI in 1975. Goya finally closed in 1985.

Badminton Court was subsequently redeveloped and it now comprises offices and apartments.

