

INTERNET

## Estée Lauder builds beauty community with Web site redesign

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*Estée Lauder's Pure Color nail polish*

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By JEN KING

Beauty marketer Estée Lauder is aiming to increase the ways in which it communicates with its consumer base with a new Web site design that promotes products through technology.

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**Luxury Daily**

Estée Lauder's newly renovated digital flagship builds a beauty community by seamlessly linking commerce, content, personalization and service. The redesign works to uphold Estée Lauder's innovative place in the industry as the brand has consistently been considered a benchmark marketer both in-stores and online.

"We have seen tremendous success in building communities outside of our site in social media, and we want to be sure that when these women visit the new site they have a seamless experience that best combines rich content, product information and community," said Jon Roman, vice president of **Estée Lauder** online, New York. "Wherever she engages with our brand, we want her to experience a sense of belonging and conversation.

"Women interact with our site for many different reasons such as discovery and

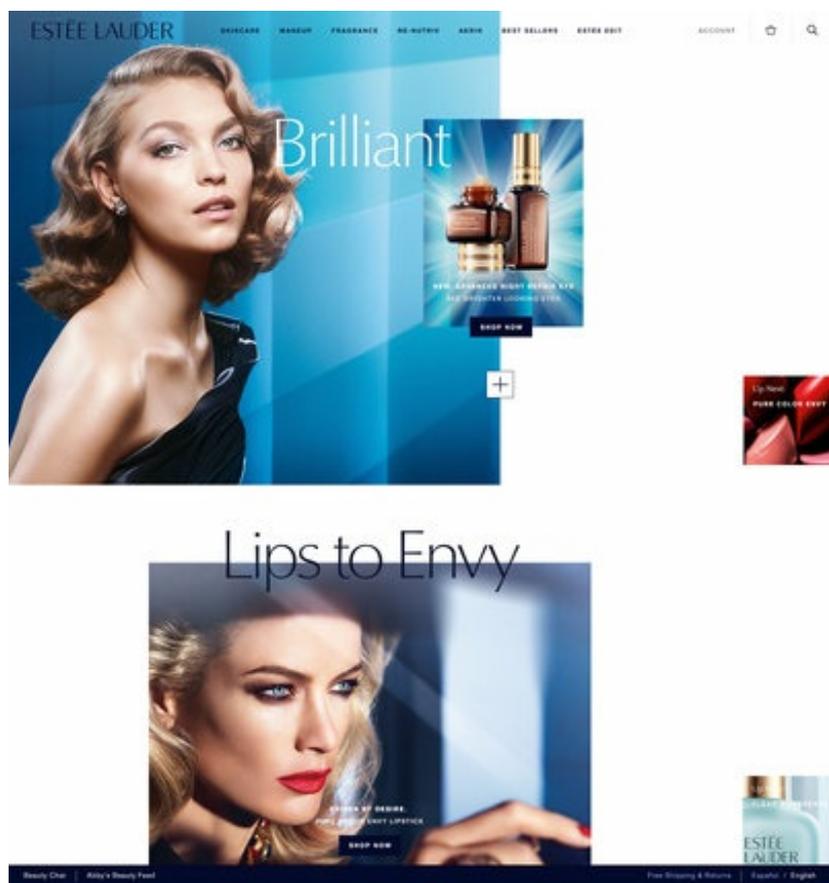
education in addition to commerce,” he said. “By offering more contextual content and high-touch services, they will be encouraged to visit more often, and this will be supported through messaging in all our channels, especially through social media.”

Estée Lauder’s in-house creative team worked with creative agency Wednesday to design the new [esteelauder.com](http://esteelauder.com).

Beauty beholders

Estée Lauder’s new digital flagship boasts a fashion-forward design to engage the consumer further in the brand’s ethos via conversation and enhanced product pages. Engagement is also guided through shoppable editorial content and social media feeds with user-generated content, customized recommendations and multi-media product ratings and reviews.

Going forward, the digital flagship will be the focus of Estée Lauder’s omnichannel experience. The beauty marketer is viewing the site redesign as building long term consumer relationships through personalization and content.

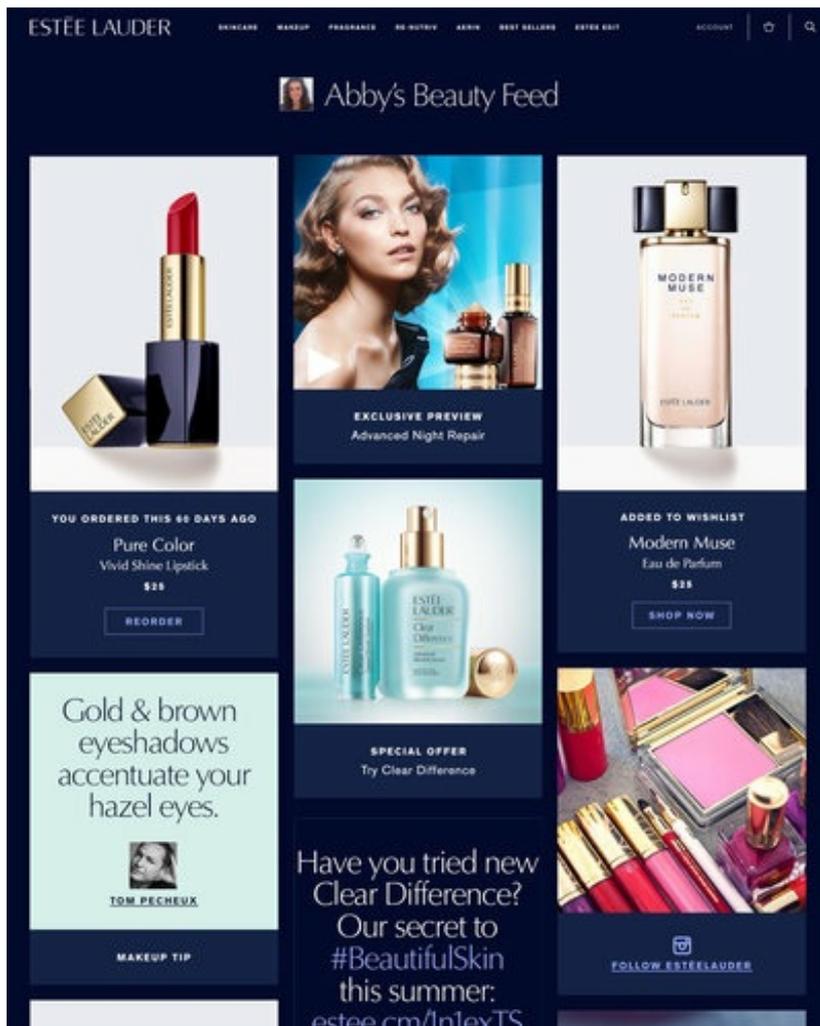


### *Estée Lauder’s new homepage*

Driven by loyalty, Estée Lauder’s new site will give consumers an outlet to interact with the brand more often online, over social media and in-store. By doing so, these interactions will result in increased involvement in the Estée Lauder beauty community and the personalization of her beauty experience.

Highlights of the new Web site include a “Beauty Feed” that works as a consumer’s personalized beauty hub that will intuitively understand her beauty preferences based on how she interacts with the page. Personalizations include highly-tailored product and

content recommendations, exclusive offers, editorial and social content based on her interests and favored items and a beauty consultation history.



### *Estée Lauder Beauty Feed example*

Personalization also extends to recommendations with interactive tools that work to identify a woman's beauty needs. For example, Estée Lauder's new site includes a Foundation Finder to make recommendations while Regimen Suggestions provide product tutorials to create a custom beauty regimen.

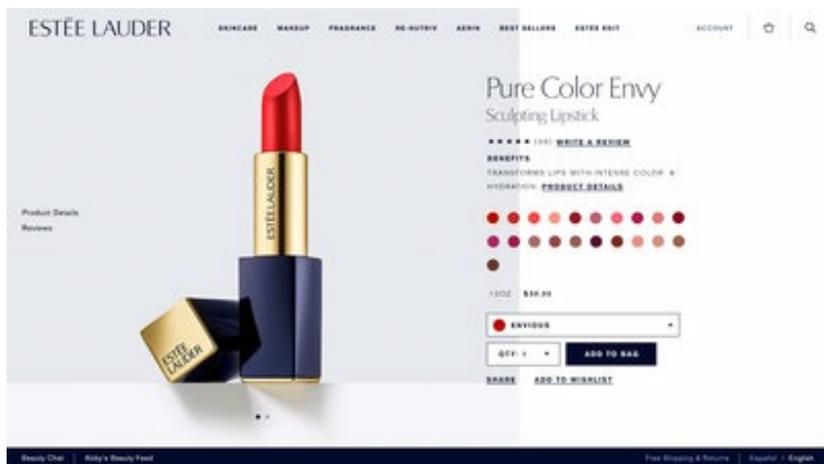
Connection and conversation is also a pillar of Estée Lauder's new Web site. The site update includes Virtual Beauty Advisors who interact through one-on-one video chats and can co-shop alongside consumers, place recommended products in the shopping cart and save the consultation history.

The conversation is continued through a community of Estée Lauder enthusiasts who can share tips, recommendations and ratings via interactive video content. Also, the site includes user-generated beauty feeds that pull content from Estée Lauder's social media accounts and posts including branded hashtags such as #LipstickEnvy, #ModernMuse and #BeautifulSkin.

Also, the site focuses on native content that is easily shoppable in The Estée Edit. Narratives include inspirational aspects of the brand's heritage to lifestyle topics and exclusive content from the Estée Lauder archives to profiles on inspirational women and

influencers.

For ecommerce, Estée Lauder has developed user-friendly pages and direct shopping from user-generated content feeds.



*Product page for Pure Color Envy sculpting lipstick*

These touchpoints extend to mobile with streamlined call-to-order functionality contributing to Estée Lauder's omnichannel experience. The mobile-optimized Estée Lauder site allows the consumer to access her beauty profile to aid with in-store purchases.

Estée Lauder's digital flagship officially launched in July 2014 and will be introduced to international markets beginning in September.

Embedded Video: [//www.youtube.com/embed/Yb2JO669N3M](https://www.youtube.com/embed/Yb2JO669N3M)

### *Experience EsteeLauder.com*

Personal beautician

Estée Lauder prides itself on personalization within the digital space. These innovations have ensured the brand's relevance and modernity.

This has been especially important on the transition from desktop to mobile devices.

A senior executive from Estée Lauder Cos. at the Luxury Interactive 2013 conference stressed the importance of creating a seamless mobile commerce experience for everyday purchases to heighten the overall consumer experience.

During the "Building a Brand's World Presence Online" session, the executive highlighted Estée Lauder Cos.' achievements that have kept the brand at the forefront of mobile commerce. Brands seeking to increase consumer engagement should optimize mobile platforms to engage consumers in various markets ([see story](#)).

Interaction often goes hand-in-hand with personalization to establish a bond with the consumer.

For example, Estée Lauder introduced its latest Pure Color Envy sculpting lipstick with an online boutique that combined user-generated content with interactive features that explored the range.

Estée Lauder's digital initiative aligned with the brand's fine-tuned digital approach when showcasing both new products and fan favorites alike. Understanding that digital campaigns should be both informative and engaging is a key to Estée Lauder's continued success in the beauty realm ([see story](#)).

Touting a community presence online is likely to cause consumers to want to be involved with Estée Lauder's overall branded identity.

"Consumers are constantly looking to satisfy various needs," said Kristy LaPlante, associate director of digital strategy at [Merkle, Inc.](#), New York. "By creating a sense of community, Estée Lauder simplifies that needs fulfillment process in a highly personal way.

"Where many brands speak to consumers en masse, this new site experience provides its users with individualized offers and presents those in a way that evokes a sense of belonging," she said. "Even if many visitors see the same offers or information within their feeds, the extra step Estée Lauder takes to provide that feeling of personalization adds an immense amount of value to their brand, and definitely should increase the likelihood of return visits.

"This personalized community encourages site visitors to return again in the future, adding highly valuable engagement. It increases the frequency of interactions, but in a manner that puts the customer in the driver's seat and lets them feel a sense of control over their experience with the brand. This focus on the customer is so important today, and Estée Lauder executes it well."

#### Final Take

*Jen King, editorial assistant on [Luxury Daily](#), New York*

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