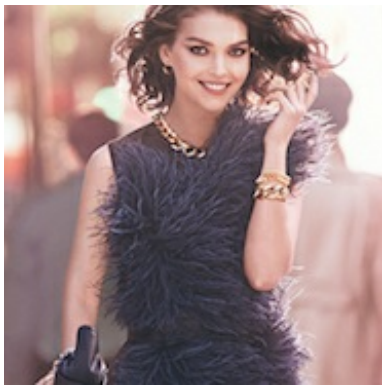


INTERNET

Estée Lauder films model muses to inspire consumers

September 5, 2014



Modern Muse Chic campaign image

By SARAH JONES

Beauty marketer Estée Lauder is looking to instill an emotional response in consumers with its digital effort around its latest fragrance, Modern Muse Chic.

[Sign up now](#)

Luxury Daily

Estée Lauder filmed intimate portraits of ballerina Almandine Albisson and actress Cody Horn, getting them to talk about what inspires them. Rather than strategizing and selecting representatives, Estée Lauder allowed campaign model Arizona Muse to select the women who are her muses, creating a more organic pairing.

"We had this idea because of the first film with Arizona, she was the model that we used in the advertising so that seemed a little obvious in a way, but then we decided instead of us saying who we felt were modern muses, that it would be great to ask her," said Richard Ferretti, senior vice president, global creative director, Estée Lauder, New York.

"Brands tend to pick people that stand for something," he said. "But in a way, instead of us picking someone, having Arizona do it was a real honest way to do it, so she was really heavily involved, and I think that that comes through.

"I've worked with Steven [Sebring] for a long time, over many many years, so the whole

idea of connecting the right people together to make the right thing that sends the right message is great. And for something that's chic, these people are pretty chic in and of themselves, so I think that that is something that I imagine people will connect with.

"We've got a ballerina who is extraordinary and an actress who is genuine and full of life, I think that it also gives you a sense of the kinds of differences, they're so extremely different and yet they're chic in their own way, they're inspiring in their own way, they're muses in their own way. So there's something great about that for me, that tells a modern story."

Perfume portraits

Last year, Estée Lauder debuted a five-minute campaign video for Modern Muse directed by filmmaker Steven Sebring featuring Ms. Muse. In the mini-documentary, Ms. Muse tours her newly adopted home of London, takes a trip to New York and a Massachusetts farm.



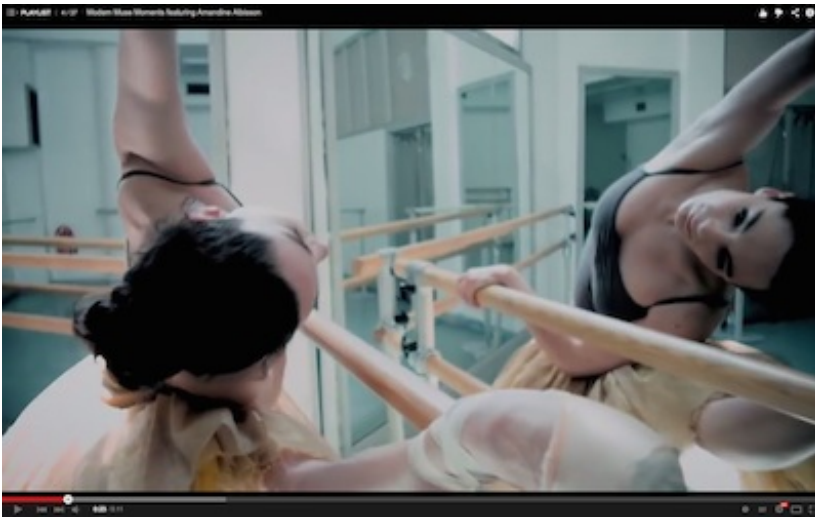
Video still of Arizona Muse Modern Muse Moments

The model interacts with her four-year-old son, talks about disliking her name as a child and explains that she likes the bustle of a city.

When it came time to launch the next fragrance in the line, Modern Muse Chic, Estée Lauder chose to let Ms. Muse decide who should be profiled, and brought back Mr. Sebring to direct.

Released as social videos and featured on Estée Lauder's Web site, the latest "Modern Muse Moments" videos feature two performers.

Ms. Albisson, principal dancer with the Paris Opera Ballet, is seen at the beginning of her film stretching at a bar in pointe shoes, juxtaposed with an aerial view of the ballerina lying on grass speaking in French with subtitles about what it means to be a muse.



Video still from Almandine Albisson Modern Muse Moments

Giving an insiders look at the effort required to be a star dancer, the ballerina is captured taping her toes and covering them with wool before going through the same series of exercises she does daily, to avoid injury.

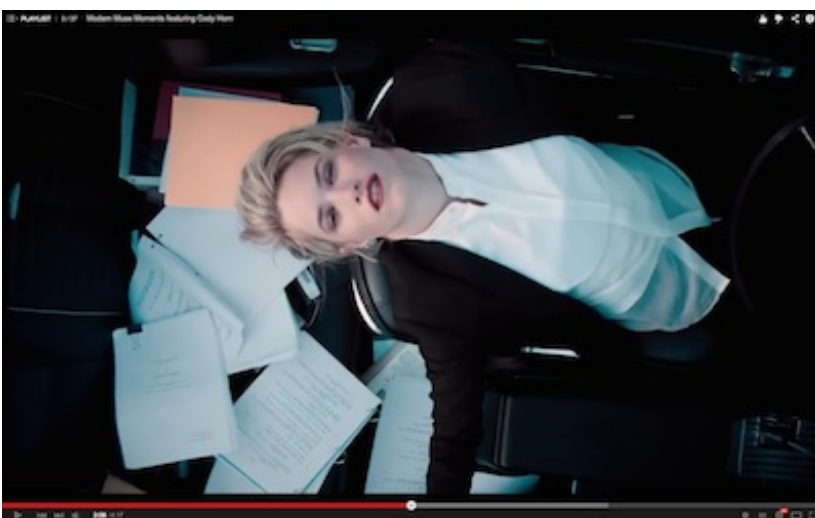
Choreographer Stephen Galloway, who appears in the video partnering Ms. Albisson, talks about what makes her unique as a dancer.

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

Modern Muse Moments featuring Amandine Albisson

Ms. Horn's video begins with the actress sitting on a dock reading pages of a script as waves crash beneath her. She explains via voiceover that she is in the process of finding her latest character.

The actress then drives around Los Angeles in a red convertible with a backseat filled with books.



Video still of Cody Horn Modern Muse Moments

At the end of each of the videos, consumers are encouraged to “Be an inspiration.” To promote social conversation, Estée Lauder included the hashtag #modernmuse.

All three videos can be viewed on the product [page](#) for the Modern Muse collection. In

addition, the newly launched blog portion of Estée Lauder's Web site, the Estée Edit, featured a conversation with Mr. Sebring, with the videos embedded as well.



Tweet from Estée Lauder

Estée Lauder has also been using Twitter to drive views, posting teaser videos and links to the product page.

"I think it tells a big story about Estée Lauder as a brand," Mr. Ferretti said. "There's a deep heritage with Estée Lauder, no denying it, it's fantastic, it's amazing, and I feel very fortunate that we have it.

"I have to believe in my heart of hearts that if Estée were alive today, she would be focusing on who's inspiring and creating the bigger story," he said. "She did it at a time in her way and I think that this is today's way, with social media being the way it is today, connecting women to women is different today than it once was, and I feel like this is the modern way of doing it."

Campaign extension

In addition to being a social video, the first Modern Muse film was repurposed into a mobile advertisement.

Estée Lauder relied on both audio and visual touch points to promote its women's fragrance Modern Muse on Pandora's mobile application.

The layered effort used an abbreviated version of Estée Lauder's video campaign for Modern Muse as well as a pop-up mobile ad that appears over the featured artist's artwork. By using a dual approach Estée Lauder was more likely to catch the listener's attention, which was likely not concentrated on the screen ([see story](#)).

Other brands have looked to individuals to illuminate their point-of-view.

For instance, De Beers, the "jeweler of light," is illuminating women's causes through a portrait series that highlights the talents and achievements of five women across various industries.

Photographed by Mary McCartney, "Moments in Light" works to capture the "brilliance" of

these women just as De Beers aims to “honor the light” of a diamond. By showing empowered, successful women in the Moments in Light”initiative, De Beers is underlining traits sought in potential consumers ([see story](#)).

Estée Lauder is looking to connect with consumers on a deeper level through these profiles.

"So much from a marketing perspective is so carefully orchestrated that people are smart, and they see through what is fed to them," Mr. Ferretti said. "And my hope is that they can see that this isn't really carefully orchestrated or deeply thought out, it's genuine, and so I'm hopeful that they connect to it in a really honest and deep way."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/32QdVDZlpBw](https://www.youtube.com/embed/32QdVDZlpBw)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.