

COMMERCE

Estée Lauder adds Rodin olio lusso to beauty line

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Estée Lauder acquires Rodin

By STAFF REPORTS

Beauty marketer Estée Lauder is acquiring skincare brand Rodin olio lusso under undisclosed terms.

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The skincare brand was previously founded and owned by New York stylist Linda Rodin. The acquisition will expand Estée Lauder's offerings and open outlets to more consumers.

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Earlier this month Estée Lauder also bought fragrance maker Le Labo. The perfumery creates scents in front of consumers in its boutiques.

Purchasing Rodin olio lusso opens doors for the brand to further enter into the essential oil industry.

The skincare brand is currently sold in retailers such as Barneys and Colette. The brand will be run by John Demsey, the group president of other brands in Estée Lauder's portfolio, such as Tom Ford and La Mer.



Rodin face oil

Fabrizio Freda, president and chief executive officer of the Estée Lauder Companies, said in a branded statement, “Rodin olio lusso is the ultimate ‘insider’ beauty brand. With its luxurious product line and strong creative point of view, we believe it has the potential to be a high-growth global skin care brand that strategically enhances our portfolio. Linda is truly an authentic creative force and has an incredible entrepreneurial spirit. I am thrilled to welcome her and her brand to The Estée Lauder Companies.”

Other brands have acquired smaller, like-minded brands recently.

For example, Neiman Marcus Group will acquire global online luxury business Mytheresa.com as well as the flagship store in Munich later this year.

The acquisition will leave the online store and the flagship shop as an independent subsidiary of Neiman Marcus Group with the management teams remaining similar. The procurement of Mytheresa.com will help Neiman Marcus expand its global reach ([see story](#)).