

INTERNET

Estée Lauder pays tribute to its late founder in Classic Parfums effort

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Estée Lauder's Classic Parfums collection

By JEN KING

Beauty marketer Estée Lauder is looking to invigorate interest in its classic perfumes among younger consumers through a bottle design update and narrative content that celebrates its past.

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Luxury Daily

Estée Lauder shared the news of the redesigned bottles on its social pages alongside an image of the fragrances associated with the brand's classic scents, with its namesake perfume Estée leading the way. A simple design update can cause consumers to take notice and for those unfamiliar with a product, a new look can spur interest.

"The bottles are definitely different from what consumers may be used to seeing from Estée Lauder, or from fragrance companies, in general," said Romey Louangvilay, chief curator & director of digital marketing at [Curate Directive](#), New York.

"I believe the design will cause a split reaction where some people will love and adore the new direction since the designs do get people to notice the bottle and brand while educating them about the heritage, and on the hand, there will people who do not like it and just prefer the older designs of Estée Lauder's previous fragrances," he said.

"Either way, people will talk and the fragrance bottles will usher in a new crowd of consumers to see what the talk is all about."

Mr. Louangvilay is not affiliated with Estée Lauder, but agreed to comment as an industry expert.

Estée Lauder was unable to comment by press deadline.

Welcome home

The post announcing the newly designed fragrance series was accompanied by a link to Estée Lauder's Web site.

Here, the consumer can either shop the Classic Parfums directly if already familiar with the scents and their relation to Estée Lauder's heritage. In the purchase prompt, each of the 10 products includes its name, a list of its main scent notes, its price and a "shop now" link.

Otherwise, consumers unfamiliar or those who wish to learn more about a preferred fragrance can "explore" the House of Estée Lauder in a section at the top of the Web page. Here, Estée Lauder notes that "every fragrance has a story."



Classic Parfums Web site header

When explore is clicked a new page loads with the outline of a townhouse which features the Classic Parfums taglines found on the previous page. Once fully loaded, eight fragrance bottles appear in window outlines and as the consumer scrolls down, the frame is drawn with her movement.

Through frosted panes set behind the fragrance bottles the consumer can faintly make out the ingredients used for each scent.

A click-through on specific bottles loads a product page that gives an overview of the historical significance of that fragrance and the year of its creation. For example, Estée, the brand's signature scent, was created in 1968 by its namesake founder, after she found inspiration in the light shining off a chandelier and into a flute of Champagne.



The House of Estée Lauder Web site graphic

Others highlighted in The House of Estée Lauder include 1969's Azurée, 1978's Cinnabar and 1979's Aliage, all of which were created by Ms. Lauder.

Classic Parfums also include Ms. Lauder's daughter-in-law Evelyn Lauder's fragrance creations such as 1991's Spellbound, 1994's Tuscany per Donna and 2000's Intuition. The most recent fragrance included in the Classic Parfums collection is 2003's Beyond Paradise.

"Each narrative assists in distinguishing each of the fragrances," Mr. Louangvilay said. "Without this story element, consumers wouldn't be able to tell what's special about them and today, consumers need that emotional bond to a brand to make a purchase, especially for premium products.

"In addition, the narratives continues to educate consumers about the brand's heritage and how their legacy in the beauty industry flourished by the information the website shares on what inspired the creation," he said. "It gives consumer more of a connection and insider knowledge to the brand that encourages shopping.

Below, consumers can learn additional facts about Estée Lauder's fragrances over the past 50 years. Text in this section explains that "behind every fragrance is an extraordinary woman" and that The House of Estée Lauder Classic Parfums collection "celebrates [Estée and Evelyn] and their magnificent creations, as modern today as when they were first created."

The following two slides are dedicated to Ms. Estée Lauder and Ms. Evelyn Lauder, who passed away in 2004 and 2011, respectively.



"SEEING" THE SCENT
THE GREAT ESTÉE LAUDER

Beginning with the company's first fragrance, Youth-Dew, Mrs. Lauder, our founder, had a rare, innate talent for "seeing" the scent she was creating and the woman who would be wearing it. Even professional perfumers acclaimed her subtle ability to identify the delicate nuances that make a fragrance truly great. Many of the fragrances in the House of Estée Lauder Classic Parfums collection are her creations.

Fragrance bio of Ms. Estée Lauder

Ms. Estée Lauder is described as "seeing" the scent for the woman who would wear it, a talent that resulted in many of Classic Parfum collection's fragrances, while Ms. Evelyn Lauder's intuition is still reflected as her creations are present among the brand's most popular and best-selling.

Fragrance in the family

The passion and craft of fragrance has clearly been passed down from grandmother to granddaughter as Aerin Lauder's lifestyle brand is firmly rooted in the creation of its own signature scents.

For example, Ms. Aerin Lauder's Aerin Beauty built awareness for its fragrance range with a microsite that emphasized botanicals found in its signature line of scents.

As the granddaughter of the late beauty mogul, Ms. Aerin Lauder's eponymous lifestyle brand has a deep, personal association with fragrance. Aerin's dedicated microsite, The Art of Fragrance, allowed the consumer to explore the brand's scent profile through interactive touch points that may motivate social sharing ([see story](#)).

For Estée Lauder, its familial ties are an important pillar that instills trust in the newly established Aerin beauty line.

The beauty marketer highlighted its family connections with a holiday Instagram takeover by Ms. Aerin Lauder.

Ms. Aerin Lauder posting her wishlist to Estée Lauder's followers, sharing her distinct aesthetic. Along with posting her coveted fashion items, Ms. Lauder shared some of her favorite products from her own line, adding a level of familial cross-promotion ([see story](#)).

"I absolutely love the way Estée Lauder educates consumers about the brand," said Mr. Louangvilay.

"The fact that the site lists the creation year for each of the fragrances and connects it to

an element that was part of Ms. Estée Lauder's life is a genius promotional tactic to bring in younger consumers and educate them about the brand's heritage, while offering a nostalgic feeling for older, core consumers," he said.

"Younger consumers will enjoy learning the various tidbits of information that inspired the fragrance. This tactic, which Estée Lauder does an amazing job at, builds on a link to their heritage."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/jgHtd8dcehw>

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