

ADVERTISING

Estée Lauder chooses Eva Mendes for fall 2015 campaign

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Eva Mendes for Estée Lauder

By STAFF REPORTS

Beauty marketer Estée Lauder is enlisting Eva Mendes as its new brand representative for its fall 2015 advertising campaign.

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Ms. Mendes will serve as the face of the brand's New Dimension transformative skincare collection. Ms. Mendes' addition is in the wake of Kendall Jenner's ambassadorship with the brand, likely spinning the focus away from millennials with a celebrity relatable to more women.

Celebrity looks

In January, Estée Lauder showed how its latest product multitasks with a campaign fronted by model Kendall Jenner.

Estée Lauder's Little Black Primer is described as a "lash multi-tasker" that can be worn alone or with a preferred mascara to boost effects. Ms. Jenner was selected by the beauty brand as its ambassador in November to align Estée Lauder's namesake products with a younger consumer sect, likely enamored by the model's notoriety ([see story](#)).

New Dimension transformative skincare collection features the New Dimension Shape +

Fill Expert Serum and the New Dimension Expert Liquid Tape. It aims to “empower women to transform their appearance, helping define the look of contours so every angle becomes a woman's best angle.”



Advertisement for the campaign

To align with this mantra, the brand is using the hashtag #BestAngle to advertise the collection.

The advertising campaign will begin this fall and will appear digitally, on television and in print advertising.

Ms. Mendes said in a branded statement, "since my teenage years, I have always admired Estée Lauder, the woman and the brand. I'm excited to represent New Dimension skincare because I can relate personally to what it stands for - the power we have as women to take control and transform our own beauty."

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