

COMMERCE

## Estée Lauder joins forces with Opening Ceremony to create gift collection

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*Estée Lauder lipstick*

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By STAFF REPORTS

Beauty marketer Estée Lauder is giving consumers a midsummer treat as part of a new collaboration with fashion retailer Opening Ceremony.

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The Opening Ceremony for Estée Lauder, Designer Edition Gift with Purchase collection will be offered to consumers making purchases of \$500 or more at Opening Ceremony. This partnership will allow both brands to benefit from each other as fans of one have the opportunity to be exposed to the other.

Together forever

The new collection highlights the best qualities of both brands with a unique and desirable product. First and foremost, the gift consists of a designer edition makeup bag in an iconic Opening Ceremony print.

The bag is filled with deluxe samples of Estée Lauder products, including Advanced Night Repair Synchronized Recovery Complex, Modern Muse eau de parfum spray, Pure Color Envy sculpting mini lipstick in "Envious" and a round swivel mirror. The mirror is also printed with the same Opening Ceremony print as the bag, making a chic matching

set.



*The collection features bright colors and iconic Opening Ceremony patterns*

Collaborating together on this collection will likely be beneficial for both Estée Lauder and Opening Ceremony. The promotion may help both brands gain publicity and perhaps introduce new consumers to their products.

Including a small gift with a purchase has long been an advertising tactic in the retail industry. Luxury retailers using gift-with-purchase promotions may not directly influence a consumer's purchase, but they can offer an extended shopping experience that can result in brand loyalty and give luxury brands an edge without offering direct discounts.

Saks Fifth Avenue, Neiman Marcus and Bloomingdale's have promoted existing product lines by offering a gift with purchase, often after a minimum pre-tax total is met. Most brands choose to market these in-store and online offers with email blasts and social media ([see story](#)).

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