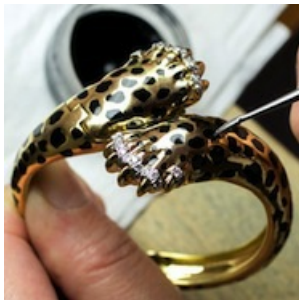


COMMERCE

David Webb, Este Lauder share brand connection for exclusive line

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David Webb, Este Lauder jewelry line

By STAFF REPORTS

Jeweler David Webb has incorporated Este Lauder's Modern Muse fragrance into a limited-edition jewelry collection.

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The collaborative effort stems from the relationship both brand founders had with one another, with Ms. Lauder frequently wearing jewelry designed by her friend Mr. Webb in the 1960s and '70s. Selecting a creative partner that has a personal affiliation with the second brand comes across as more authentic to consumers who may have been unaware of the existing relationship.

Enhancing beauty

For its collaboration, David Webb has created feline-inspired bracelets and rings, each of which house a small concealed solid of one of Este Lauder's most recent fragrances, Modern Muse. Adding further authenticity to the collection, the designs were sourced from David Webb's archives, thus strengthening the connection between Ms. Lauder's love of the jeweler's designs from a bygone era.

Este Lauder's Este Edit serves as the source of additional information on the collection. Here, consumers can read a brief overview with David Webb co-owner Mark Emanuel in which he discusses the collection and how it ties the two brands together.

The four-piece collection, made up of two rings and two bracelets, will be sold exclusively at select Neiman Marcus, Bergdorf Goodman and Saks Fifth Avenue locations. According to [The Wall Street Journal](#), the collection ranges in price from \$18,500-\$39,000.



David Webb x Este Lauder solid perfume bracelet

Mr. Emanuel explained to The Este Edit that just as their brands are connected, their sectors are intertwined as well, saying: "It was not unusual in the 17th century to have pieces of jewelry double as perfume vessels." This link is rooted in the enhancement of female beauty, creating a perfect pairing.

Este Lauder has also shared craftsmanship images within the Este Edit content. Images show the David Webb workshop as pieces from the collection are created. A shoppable section dedicated to the Modern Muse fragrance collection range is also included.

Este Lauder Cos.' Crme de la Mer has also worked with a high-end jeweler to create exclusive product offerings.

For the holiday 2013 season, La Mer partnered with French jeweler Boucheron to create a limited-edition decanter for its Crme de la Mer moisturizing lotion. The jar was available exclusively at London department store Harrods to appeal to affluent consumers.

The 10-piece collaboration highlights the jeweler's craftsmanship while enhancing the allure of La Mer products. Partnering with a single retailer guarantees exclusivity and will likely benefit Harrods due to the increase foot traffic of a limited-edition gift item ([see story](#)).