

MULTICHANNEL

## Esté Lauder blends heritage and modernity for millennial makeup line

March 16, 2016



*Kendall Jenner and Irene Kim for The Esté Edit by Esté Lauder*

By SARAH JONES

Beauty marketer Esté Lauder is appealing to the next generation of consumers with a collection designed specifically for a social media-savvy clientele.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246** ▶

The Esté Edit is retailing exclusively through Sephora in the United States and Canada on March 15, with a coinciding launch campaign featuring influencers and models Kendall Jenner and Irene Kim. When developing the line, Esté Lauder envisioned what its eponymous founder would do to disrupt the beauty market today, keeping heritage at the heart of this new brand extension.

"A popular tactic is for brands to collaborate with social influencer to do a social media takeover," said Juliet Carnoy, marketing manager at [Pixlee](#), San Francisco.

"Influencers, such as Kendall and Irene, are primarily used to create brand awareness at the launch of a new product, in this case, Esté Edit, and to create and promote brand content," she said. "Publishing fan photos help Esté Lauder to create a more authentic shopping experience for potential customers.

"Point blank, user-generated content marketing works," Ms. Carnoy said. "Brand engagement rises by 28 percent when consumers are exposed to both professional and user-generated content on brand channels."

Ms. Carnoy is not affiliated with Esté Lauder, but agreed to comment as an industry expert.

**Esté Lauder** was unable to comment directly before press deadline.

### Beauty disruption

The Esté Edit consists of 72 makeup and 10 skincare products, including a Pore Vanishing Stick and a white mud exfoliating scrub and mask. For this new collection, the brand revamped the original packaging designed by Ms. Lauder, using a silver and white color scheme remixed with blue splatter graphics.



*Instagram image for the Este Edit*

Color cosmetics are produced in trendier shades than the main Esté Lauder collection, with Mattified Lipstick in blue. Products retail for entry-level price points of \$15 to \$50.

At the points of sale in Sephora stores and its ecommerce site, Ms. Jenner and Ms. Kim are featured in visuals, including a number of films.

One titled "Go Glow" shows the two guest editors palling around, snapping Polaroids of each other in between makeup applications.

#### *The Este Edit "Go Glow"*

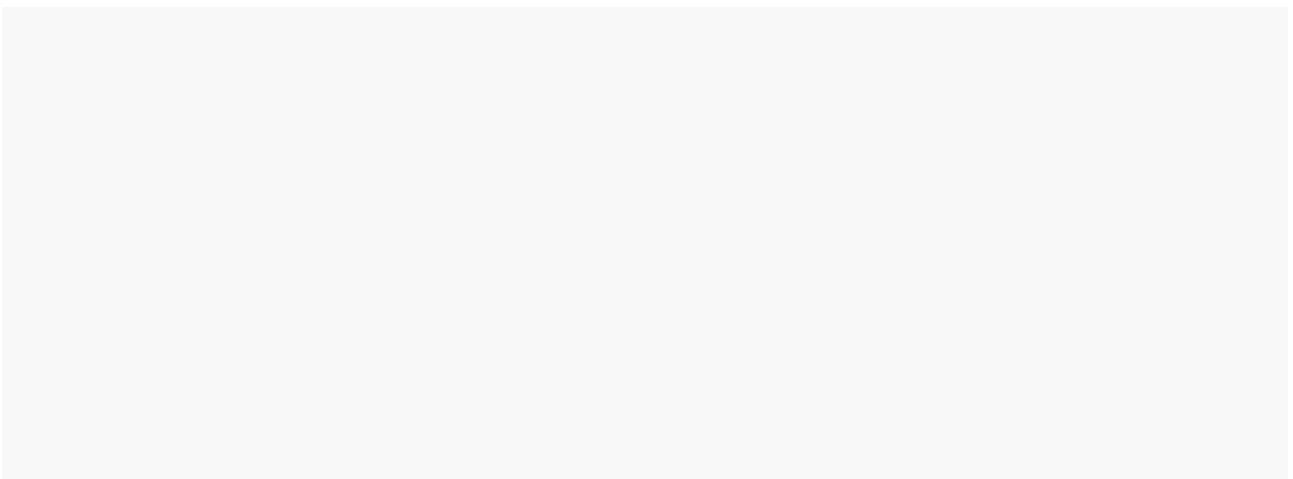
"The Barest" shows off the beauty line's barely-there makeup. Ms. Jenner is shown lounging on a bed, eventually creating an enhanced #IWokeUpLikeThis look.

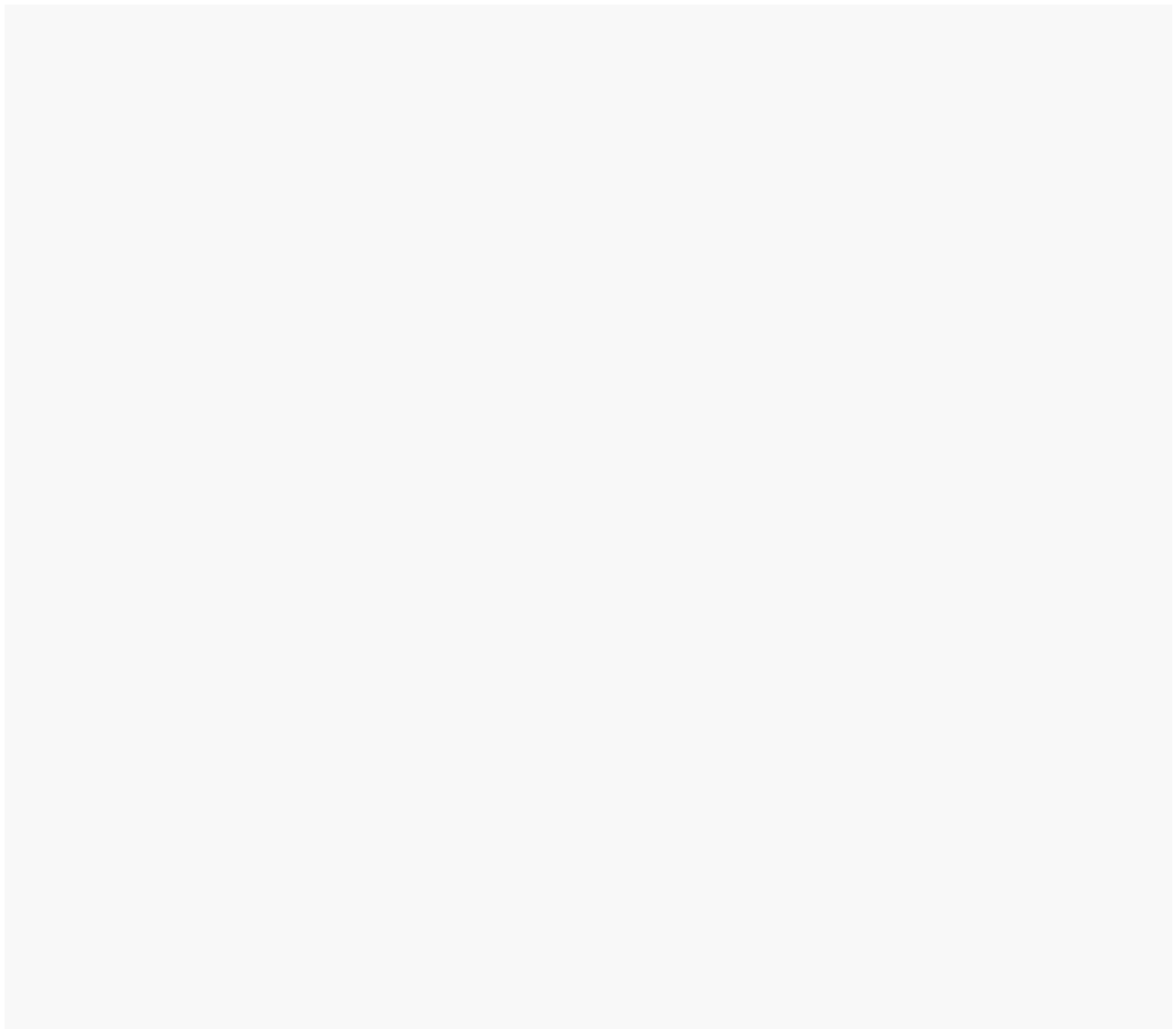
"Beauty is an Attitude" opens with Ms. Jenner in a graffiti print dress pushing a black-and-white television across an art studio floor on a cart. On the screen, the late Ms. Lauder is shown talking about success and hard work.

The duo then wield spray cans, creating their own artwork in the brand's blue and white color scheme. At the end of the film, consumers are told to "Wear it. Share it. Own it."

Taking inspiration from a famous quote by Ms. Lauder, "Beauty is an attitude," the brand is asking consumers to share their own social content with the hashtag #BeautyAttitudes.

Establishing a social community of "beauty junkies" around the Este Edit, the brand has established a dedicated Instagram account for the collection.





Between us: she did not wake up like this #beautyattitudes

A photo posted by The Este Edit (@theesteedit) on Dec 21, 2015 at 9:00am PST

Here, the brand plays into common social media trends and conversations. For instance, a photo of a small lipstick army is captioned "Squad goals for real."

On social media, the guest editors will be sharing their top picks of products, giving tips on how to wear them.

Fulfilling her role of brand ambassador, Ms. Kim filmed a video with Elle magazine, in which she demonstrates how to apply makeup in the back of a moving vehicle. Throughout the short, she pulls out a number of the Este Edit products, showing their real world applications.

*How to apply makeup in a moving car / Elle*

Model citizens

These guest editors have also leant their social media skills to Este Lauder's main line.

Ms. Kim, who is a television personality and YouTube star, has been a global beauty contributor for the brand since July 2015.

Este Lauder signed reality television star-turned high fashion model Ms. Jenner as its face in 2014.

In addition to appearing in ads across print, television and digital, Ms. Jenner was tapped to create branded social media content for her own channels and Este Lauder's. As a "breakout star" in fashion, Ms. Jenner's ads have drawn attention from younger consumers ([see story](#)).

Recently, Este Lauder relied on its ambassadors to bring consumers to its sponsored content.

Esté Lauder's "Girls' Night!" post on Vogue's Web site contained three videos of Kendall Jenner and Joan Smalls, the faces of the brand, preparing for a night out. The enormous popularity of the pair and a sensible placement on Vogue likely led to increased awareness of and conversions for the beauty brand ([see story](#)).

Esté Lauder has an opportunity to connect this content to conversions.

"The one thing that this campaign is missing is that you can't shop the Esté Edit Instagram feed as you can with other brands that employ user-generated content such as Gaiam and Ultimate Ears," Ms. Carnoy said. "Esté Lauder is marketing with the voice of its own customers but still needs to shorten the path to purchase from social."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.