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Esté Lauder, Saks join forces to find beauty at all ages

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Promotional image for Harper's Bazaar's Fabulous at Every Age contest

By STAFF REPORTS

Harper's Bazaar is showing that age is nothing but a number in a search for the most stylish women.

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The sixth annual "Fabulous at Every Age" reader search contest will pick five winners, one in each decade of life from her 20s to 60s, to receive VIP treatment from presenting partners Esté Lauder and Saks Fifth Avenue. Turning the lens on some of its readership can help Harper's Bazaar connect with its audience on a deeper level.

Ageless beauty

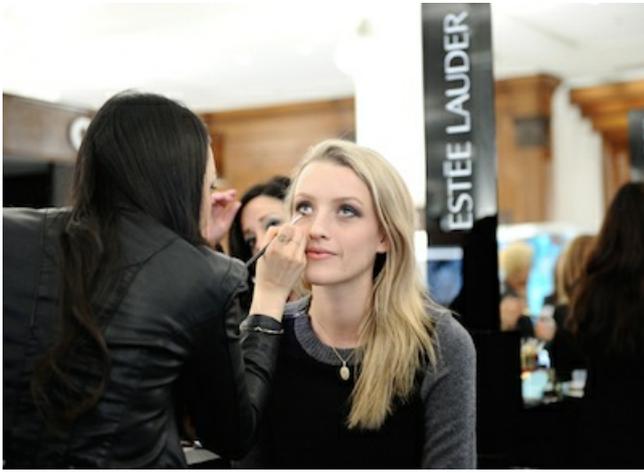
The contest is open to residents of the United States, Canada and the District of Columbia.

Entrants are told to submit a photo of themselves no more than 365 days prior, with a caption that includes their age and name. Consumers can either post their photo to Instagram with the hashtag #FabAtEveryAgeContest or upload it to a dedicated contest site.

Consumers can also nominate a friend by including #nomination in the post. Entries will be accepted until May 12.

Harper's Bazaar will pick five women as its winners, and each will win \$5,000 and a trip to New York.

While in the city, they will be treated to Esté Lauder products and a consultation with a professional makeup artist. Saks will gift the winners with two complete Theory ensembles.



Estee Lauder makeup consultation

A VIP awards celebration in New York will honor the women, who will also appear in an issue of Harper's Bazaar. The Estee Lauder counter at Saks will be hosting Fabulous at Every Age events, with complimentary makeovers and beauty consultations. A professional photographer will be around to snap photos of guests, and those who spend at least \$80 will walk away with a Harper's Bazaar tote bag.

Other beauty brands have launched initiatives to remind consumers that beauty does not disappear with age.

For instance, Lancme encouraged each of its consumers to "love [her] age" through a sponsored post on Facebook.

The #LoveYourAge post by Lancme acted a self esteem public service announcement with a video featuring the brand's ambassadors Penelope Cruz, Kate Winslet, Lily Collins and Lupita Nyong'o all sharing statements. Beauty brands often cast fresh, young faces for campaigns which may alienate older, established consumers, so having ambassadors of various ages works to accurately display Lancme's diverse demographic of women ([see story](#)).

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