

COMMERCE

## Esté Lauder fashions natural partnership with Victoria Beckham

April 15, 2016



*Victoria Beckham for Esté Lauder*

By STAFF REPORTS

Beauty marketer Esté Lauder is bringing a posh appeal to its cosmetics with the launch of a collection with designer Victoria Beckham.

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The style icon and brain behind her eponymous fashion line will be providing her perspective on beauty through the limited-edition Victoria Beckham Esté Lauder. The celebrity is often looked to by female consumers as a fashion guide, and her influence may steer fans toward the Esté Lauder brand for the first time.

Two become one

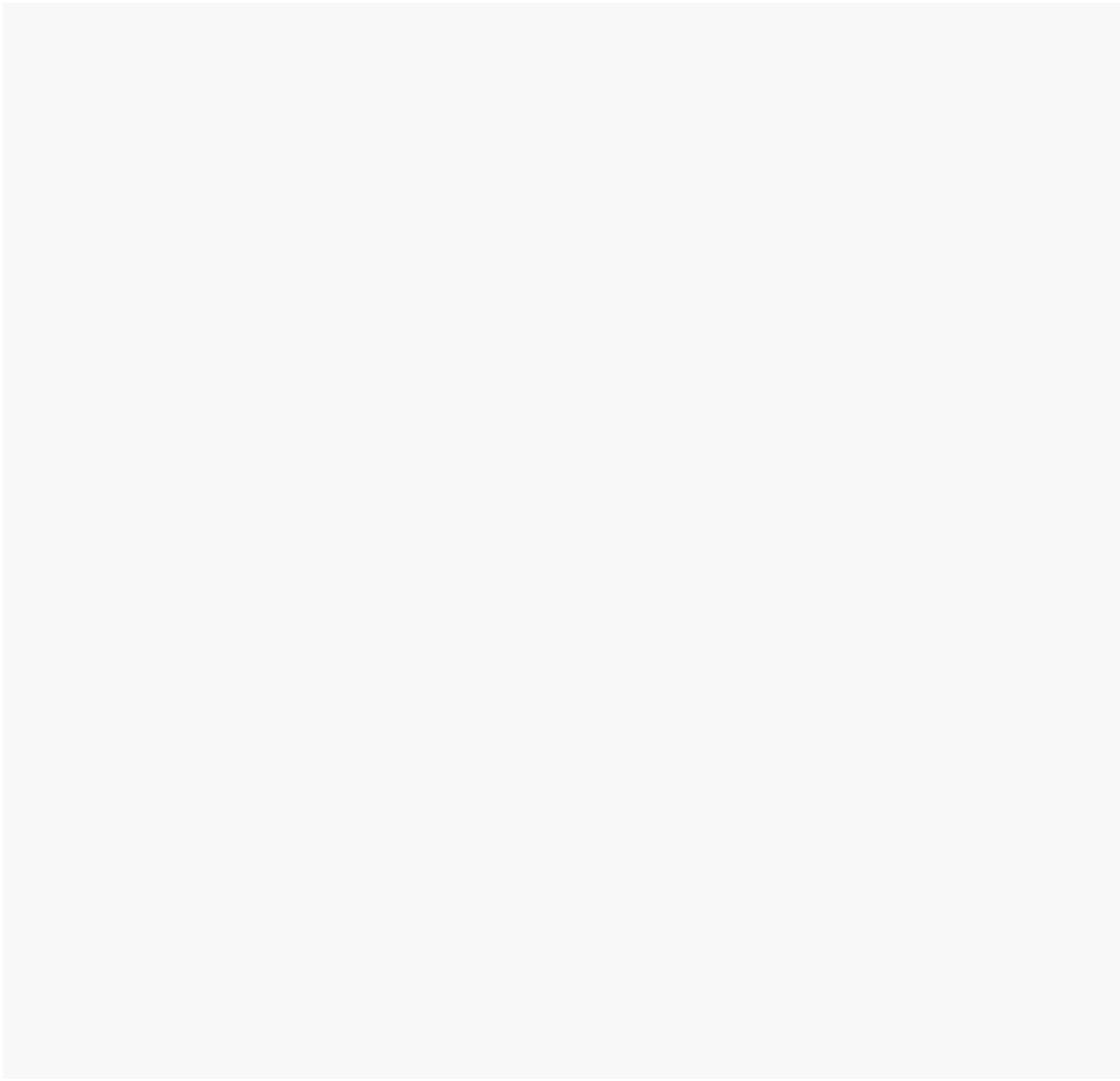
Victoria Beckham Esté Lauder will be available beginning this September, selling at retailers, in Victoria Beckham stores and on the Esté Lauder and Victoria Beckham ecommerce sites.

"We are excited to join forces and bring Victoria's take on beauty to her many fans around the world," said Jane Hertzmark Hudis, group president, The Esté Lauder Companies, in a statement. "Victoria is an entrepreneur in the true spirit of our founder, Esté Lauder, with a real understanding of what women want, and a commitment to making women look and feel their most beautiful. Victoria has a passion for beauty and we are delighted to welcome her into our brand."

Ms. Beckham became a household name as a member of the British pop group the Spice Girls. She launched her collection in 2008, and today it sells in more than 50 countries.

Her brand is known for its highly wearable attire, and it also produces accessories, such as made in Italy handbags.

"I am thrilled to be launching this limited-edition makeup collection with Esté Lauder," said Victoria Beckham. "The whole process has been both inspiring and eye opening - from going back and revisiting the Esté Lauder archives through to working on the product with the Esté team, this feels like the perfect makeup partnership for me and my brand. I had long admired Esté Lauder the woman, and the powerful brand that she created, so I am excited to offer both of our customers this makeup range and play a small part in her vision for women."



Big news #EsteeBeauties! @victoriabeckham is launching an Este Lauder limited edition makeup collection this fall. Stay tuned for details! #VBxEsteLauder

A video posted by Este Lauder (@esteelauder) on Apr 15, 2016 at 7:08am PDT

After the collaboration was announced on Este Lauder and Victoria Beckham's social channels, the reaction was largely positive, with women sharing the sentiment that they cannot wait to get their hands on it. Este Lauder is driving conversation around it with the hashtag #VBxEsteLauder.

This is not Este Lauder's first foray into fashion.

Last year, the brand gave consumers a midsummer treat as part of a new collaboration with fashion retailer Opening Ceremony.

The Opening Ceremony for Este Lauder, Designer Edition Gift with Purchase collection was offered to consumers making purchases of \$500 or more at Opening Ceremony. This partnership allowed both brands to benefit from each other as fans of one have the opportunity to be exposed to the other ([see story](#)).