

MULTICHANNEL

Cond Nast bets on millennial beauty fanatics for new title

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Alicia Vikander, W magazine April 2015

By STAFF REPORTS

Media conglomerate Cond Nast has developed a new beauty franchise that will tell its readers what #TheLooks.

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Cond Nast's #TheLooks will be a socially-led beauty offering to help the conglomerate's titles speak to next-generation consumers in the cosmetics and personal care space. Beauty has found a niche in the digital space, thriving on YouTube tutorials, personalization applications and user-generated content to propel new products and introduce countless users to sector leaders and up-and-comers.

Get the look

Set to launch in September, #TheLooks will connect Cond Nast publications with a new generation of beauty mavens. The concept will create a vast beauty network aggregating the content and audiences already available to Cond Nast through its beauty knowledge found at titles such as Vogue, W magazine and Vanity Fair, among others.

In addition to tapping its publication's beauty sources, #TheLooks was developed and informed by Cond Nast's behavioral data insights.

Curated content will come from Cond Nast's stable of beauty editors and will touch on trends and product discovery. #TheLooks will offer consumers social videos and native content, while marketers will benefit from personalized targeting and high-impact print.

Online #TheLooks will go live in September and will begin print distribution for October. Likewise, #TheLooks will also be distributed across Cond Nast's social, digital, video, print and branded-content channels.

#TheLooks comprises a print execution as well as a digital newsletter that will pull from top-trending beauty content from Cond Nast publications. Content from premium beauty destinations will also be considered and will be sent to a targeted list of beauty consumers, sourced from Cond Nast's database.

On social media, #TheLooks will work with Cond Nast's Social Studio and beauty editors to create short how-to videos, a must-have for beauty marketers, that will be posted across all platforms. As a lead component of #TheLooks, content will be distributed to Cond Nast's social audience of approximately 148 million followers.

A first for a Cond Nast title, #TheLooks will feature a rotating roster of beauty editors to curate content for millennial readers. By doing so, each issue will have a different tone, reflective of the featured beauty editor's primary

publication, but its message will remain unchanged.

The first to have her hand at curating #TheLooks will be Celia Ellenberg, Vogue's beauty director for the first edition.

"Our millennial audiences live connected lives and have an insatiable demand for inside information around beauty trends and products," said Edward Menicheschi, Cond Nast's CMO and president of the Cond Nast Media Group, in a statement.

"Our brands have unrivaled expertise in the beauty category, from the lab to the runway, and the creation of the Cond Nast Beauty Network and #TheLooks allows marketers to tap into our unprecedented scale of active beauty consumers and create an entirely new way to tell their stories."

Aligning with Cond Nast's millennial-focused objective, beauty marketer Este Lauder is appealing to the next generation of consumers with a collection designed specifically for a social media-savvy clientele.

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

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