

FRAGRANCE AND PERSONAL CARE

## La Mer hosts Facebook Live chat with first brand ambassador

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Crme de la Mer

By STAFF REPORTS

Estee Lauder Cos.' Crme de la Mer turned to Facebook Live to decode summer beauty with one of its newly appointed brand ambassadors, Patrick Ta.

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Mr. Ta, a self-taught beauty expert discovered on Instagram, along with Hollywood veteran Kayleen McAdams and Parisian makeup artist Violette, were chosen as La Mer's first official brand ambassadors. Currently, La Mer only offers high-end skincare products, but a beauty line is on the way, hence linking with three beauty gurus ahead of the fall collection launch is a strategic move.

### Summer skin

On June 30, the brand hosted a Facebook Live chat with Mr. Ta and Clyde Johnson, executive director of North American education, events and spa experience for La Mer.

The 17-minute conversation focused on how to achieve beautiful summer skin and how consumers can recreate celebrity summer looks at home, as well as how La Mer products can be incorporated into everyday skincare routines.



*Promotional image for La Mer's Facebook Live chat*

Using Facebook Live allowed La Mer to engage its audience directly, with followers being able to ask questions and post their thoughts in the comments section. The interaction between Mr. Ta and Mr. Johnson also worked to introduce the ambassadors to the La Mer audience prior to the launch of its first beauty collection, expected this fall.

Audience questions included best ways to revitalize the skin with little effort, how to take day looks into the night, best practices to "beat the heat," the importance of toner and many others.

In response to audience prompts, Mr. Ta and Mr. Johnson tried out La Mer products and discussed the benefits of each item that related to a posted question. The instant gratification for audience participants digitally recreated the attention a consumer would have received if she were visiting a La Mer beauty counter.

Similarly, La Mer helped InStyle readers gear up for their own big night with an Oscar-themed live chat.

On Feb. 22, consumers could tune in to InStyle's Facebook page to watch the 20-minute conversation between the magazine's fashion and beauty editor at large Kahlana Barfield Brown and Mr. Johnson. In addition to the editor's queries, consumers could ask their own questions to get specific advice from Mr. Johnson ([see story](#)).

As for La Mer's upcoming entrance into cosmetics, details have not yet been shared. Currently, La Mer offers Reparative Skin Tint, a tinted moisturizer available in five shades for \$95.

With Este Lauder's involvement in the development of La Mer's cosmetics, the skincare brand is likely to see the success same others in the beauty conglomerate's portfolio, such as Tom Ford and Bobbi Brown, have seen.

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