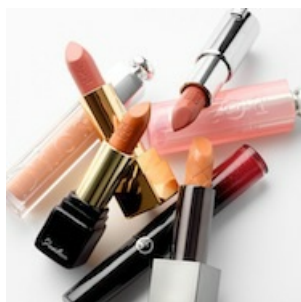


FRAGRANCE AND PERSONAL CARE

## Beauty brands reinstate patients' confidence at Beauty Editors Day

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*Lipsticks from Burberry, Dior and others*

By STAFF REPORTS

Personal care brands such as Estée Lauder, Shiseido and Guerlain are coming together to help women with cancer regain their self esteem and confidence while undergoing treatment.

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The participating beauty brands will join forces with more than 25 beauty and lifestyle publications at department store Saks Fifth Avenue's New York flagship for the fifth annual Beauty Editors Day Aug. 4. Since its inception, Saks has hosted Beauty Editors Day alongside charity organization Look Good Feel Better.

### Restored confidence

During Beauty Editors Day, participating publications and personal care brands will organize 30-minute consultations at Saks' Fifth Avenue flagship.

The half hour consultation includes 15 minutes each with a consumer's favorite beauty editor and a preferred beauty brand. The consultation cost of \$40 will be donated in full to Look Good Feel Better.

Consumers can choose from among the beauty editors of 25 publications such as Harper's Bazaar, W magazine, New York magazine's The Cut, Nylon and Town & Country, among others.

The 26 beauty brands taking part in Beauty Editors Day include designer labels such as Armani, Burberry, Chanel, Dior, Dolce & Gabbana, Gucci, Tom Ford and YSL Beauty in addition to personal care labels La Mer, La Prairie, Lancôme, SK-II and more.

Topics discussed during the individualized consultations will touch on current trends in beauty and skincare, expert advice and product demonstrations. Consumers will leave their consultation with a full-sized gift from the beauty brand of their choosing.

Look Good Feel Better provides cancer patients with free workshops and support groups meant to rebuild self-esteem and confidence in their appearance. Due to the side effects involved with many cancer treatments, Look Good Feel Better offers lessons on cosmetics, skin and nail care as well as wigs, turbans and apparel to help women feel beautiful and confident again.

Since its founding in 1989, Look Good Feel Better has helped nearly 1 million women with cancer in the United States.

"For the fifth consecutive year, Saks Fifth Avenue is proud to host National Beauty Editors Day in partnership with Look Good Feel Better," said Kate Oldham, senior vice president, general merchandising manager of beauty at Saks, in a statement.

"Look Good Feel Better has transformed the lives of countless women across the U.S., and we are thrilled to offer this unique opportunity to our customers in support of the program, spreading the message of courage and confidence far and wide," she said.

Saks is also inspiring consumers to join the fight against cancer with help from an Oscar-winning ambassador.

Actress Halle Berry stars in the campaign for Saks' 18th annual Key To The Cure fundraiser, which is in partnership with Stand Up To Cancer and the Entertainment Industry Foundation. For this year's charitable shopping event, footwear label Christian Louboutin has designed a limited-edition t-shirt for the cause, which may give fashion fans additional incentive to participate ([see story](#)).

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