

FRAGRANCE AND PERSONAL CARE

## Will Estée Lauder see Tom Ford Beauty-level success with Victoria Beckham?

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*Victoria Beckham for Estée Lauder*

By JEN KING

Beauty marketer Estée Lauder is letting consumers in on the glam routine of Victoria Beckham ahead of launching the designer's limited-edition color cosmetics line next month.

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Estée Lauder announced its collaboration with Ms. Beckham in April, calling the relationship a "natural partnership" due to the designer's status as a fashion influencer and pop icon, especially to older millennial consumers. Estée Lauder has recently worked to position its cosmetics as forward-thinking and current through partnerships with It-girl ambassadors, fashion collaborations and youthful collections.

"Victoria Beckham has a strong following of millennials who grew up with her songs but also of older and younger audiences because of her stylishness, lifestyle, good and youthful looks, and let's admit it... her British accent," said [Thoma Serdari](#), Ph.D., founder of [PIQLuxury](#), co-editor of [Luxury: History Culture Consumption](#) and adjunct professor of luxury marketing at [New York University](#), New York.

"Considering that British brands have been doing well in the United States, a trend that has grown stronger in the last five years and perhaps will counteract the consequences of Brexit, it is no accident that Victoria Beckham enjoys a positive brand equity in the American market," she said. "With playful Instavideos being released through Victoria Beckham's Instafeed almost a month before her collection hits the stores the celebrity designer can certainly drive interest in her new, stylishly packaged beauty collection."

Ms. Serdari is not affiliated with [Estée Lauder](#), but agreed to comment as an industry expert.

[Estée Lauder](#) was not able to comment directly by press deadline.

When two become one

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 ([see story](#)).

"Victoria Beckham has become a powerful celebrity," Ms. Serdari said. "Her stardom rests on three pillars: an early singing career, a celebrity footballer husband and a stylish personality that turned fashion designer.

"Her Instagram account alone registers 12.1 million followers, a number high enough to persuade Este Lauder to work with her," she said. "This is a case of synergies.



*Cosmetics in the VB x Este Lauder collection*

"Este Lauder provides the know-how of production, packaging, merchandizing and beauty product marketing, all of which is already in place and doing well for various other brands, while Victoria Beckham provides the celebrity, aspiration and entertaining flair that can motivate her 12.1 million followers hit the beauty counter. This is a number to be reckoned with."

To tease the collection's debut, Este Lauder and Ms. Beckham have shared social posts encouraging interested consumers to subscribe to the brands' newsletters to be kept informed.

In one such teaser, Ms. Beckham worked with Cond Nast's Vogue magazine on a beauty how-to using products from the VB x Este Lauder collection.

The tutorial shows Ms. Beckham in a white bathrobe and her hair twisted up in a towel for a more candid and relaxed look than she is typically known for during public appearances.

In the video, Ms. Beckham demonstrates how easy her signature London beauty look – a smokey eye, dewy skin and a nude lip – is, by applying her make-up in just five minutes.

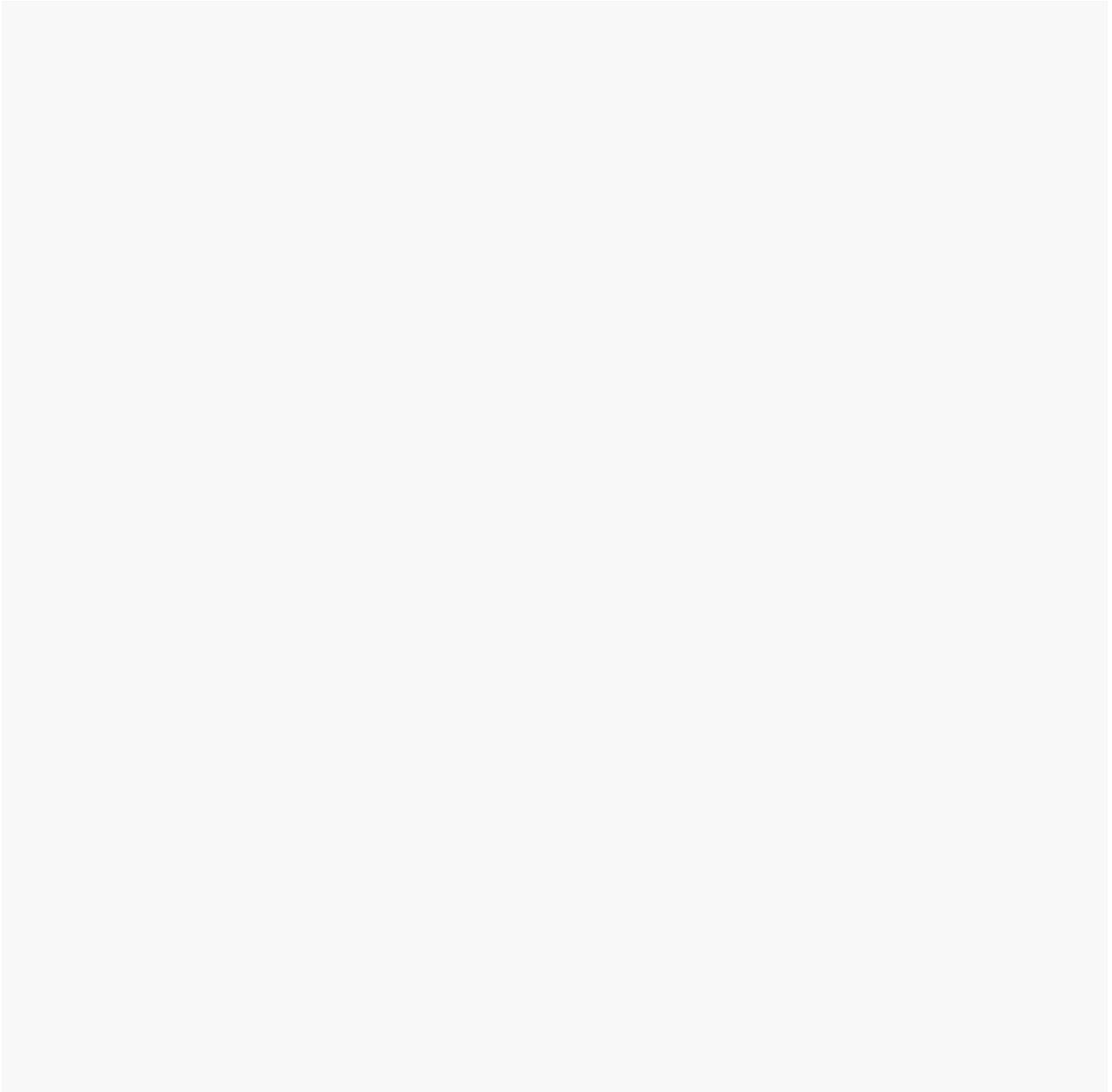
As she "quickly puts some eyes on and bit of a lip," Ms. Beckham tells viewers which colors she is using, such as Black Nutmeg eyeshadow, Grey Amber eyeliner and a highlighter in Modern Mercury, a product Este Lauder has reinstated for the collaboration.

Victoria Beckham's five-minute face | Vogue

Similar to the London look achieved in the video, Ms. Beckham's collection with Este Lauder was also inspired by her other favorite cities: New York, Paris and Los Angeles.

Hitting retailers such as Bergdorf Goodman and Selfridges, Victoria Beckham boutiques and Este Lauder counters Sept. 13, the VB x Este Lauder collection includes 15 products ranging in price from \$30 to \$45. The collection focuses mainly on lip and eye products, but also includes bronzer, highlighter and Morning Aura, an illuminating cream.

In addition to cosmetics, the limited-edition collection includes a \$1,200 light box fitted with a removable, lighted mirror and eight products.



Sneak peek! Start building your wish list now for the Victoria Beckham Este Lauder limited-edition makeup collection. It arrives September 13th on [esteelauder.com](http://esteelauder.com), [victoriabeckham.com](http://victoriabeckham.com), [@bergdorfs](https://twitter.com/bergdorfs) and [@theofficialselfridges](https://twitter.com/theofficialselfridges). #VBxEsteLauder

A video posted by Este Lauder (@esteelauder) on Aug 15, 2016 at 7:22am PDT

"I am thrilled to be launching this limited-edition makeup collection with Este Lauder," Ms. Beckham said in a statement. "The whole process has been both inspiring and eye opening - from going back and revisiting the Este Lauder archives through to working on the product with the Este team, this feels like the perfect makeup partnership

for me and my brand.

"I had long admired Este 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," she said.

#### Illustrious licensees

Aside from its flagship line, Este Lauder has excelled as a licensor working with designers such as Michael Kors and Tom Ford on fragrance and cosmetic development.

The latter of the two has exceeded expectations.

Tom Ford entered the personal care space first through fragrance with the launch of its first Signature collection perfume in fall 2006. By spring 2007, Tom Ford's fragrances expanded to include 12 scents in the Private Blend collection.

Three years later, Tom Ford began to slowly develop its color cosmetics lineup via Este Lauder with the introduction of lipstick. In 2011, Tom Ford Beauty's full line was launched followed by men's grooming in 2013.

It has been estimated that Tom Ford Beauty sales reached \$500 million when the fiscal year ended June 30. If that trajectory continues through 2020, Este Lauder Cos. will have a brand with \$1 billion in sales within its stable ([see story](#)).

Tom Ford is a prime example for the success Ms. Beckham's collaboration with Este Lauder may yield. With market sources projecting VB x Este Lauder sales to near \$10 million, the limited-edition collection may be extended into a full line.

"The beauty industry enjoys the privileged position of offering products that make women feel more beautiful at an affordable price," Ms. Serdari said. "The problem is that most beauty products last for a substantial amount of time, let's say up to three months, which means that customers are not incentivized to return to the beauty counter, especially if the product bought truly works for them.

"On the one hand, the beauty industry will achieve higher revenues if it implements a fashion strategy, namely a cyclical launch of products that have the ability to fascinate rather than restore or cure," she said. "On the other hand, fashion designers who enter the beauty business need to come up with exciting ideas on how to motivate the consumer to try something entirely new (and perhaps not proven).

"Fashion celebrity, as in the case of Tom Ford Beauty and Victoria Beckham cosmetics to name just two, is a powerful motivator that ignites the customer's curiosity especially when the fashion celebrity is already ingrained in the public's perception as an aspirational character with a captivating lifestyle and heightened aesthetic.

"This was certainly the case with Tom Ford and seems to be similar today with Victoria Beckham."