

FRAGRANCE AND PERSONAL CARE

Esté Lauder touts Victoria Beckham collaboration on NYFW runway

September 13, 2016

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VB x Esté Lauder during NYFW

By STAFF REPORTS

Esté Lauder sponsored the beauty looks seen at Victoria Beckham's runway presentation during New York Fashion Week, creating buzz for the cosmetics collection ahead of its official launch.

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Ms. Beckham hosted her presentation at New York restaurant Cipriani at 25 Broadway on Sept. 11, just days before her Esté Lauder beauty collaboration was made available in-stores and online. Esté 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 ([see story](#)).

Carefree beauty

Esté Lauder used select products from the VB x Esté Lauder cosmetic collections to style the models who walked during Victoria Beckham's spring/summer 2017 NYFW show on Sept. 11.

Using the fashion show as a platform for the collaboration ensured the cosmetics range visibility among consumers already interested in the Victoria Beckham brand. Likewise, styling different models during the show reflected how the products can be used.



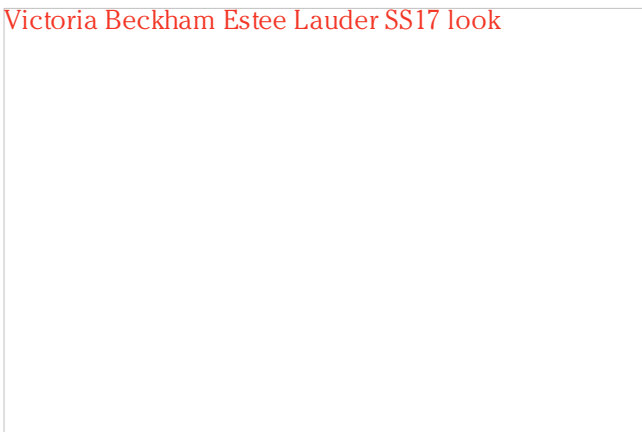
VB x Este Lauder cosmetic collection

The beauty looks created for the presentation were inspired by the modern simplicity of the spring/summer 2017 collection. Models walked the runway as "fresh, modern girl[s] with a slight edge," each with clean, nude skin and a "clash of color."

Products used to create the looks included VB x Este Lauder limited-edition collection's Morning Aura Illuminating Creme, Highlighter in Modern Mercury, Eye Kajal Duo in Black Saffron/Vanille and the six-shade Eye Palette.

The colors seen in the eyeshadow palette were used for three signature eye looks in nude, green and blue.

Victoria Beckham Estee Lauder SS17 look



Burnished Sage eyeshadow, included in the VB x Este Lauder Eye Palette, as seen during NYFW Sept. 11

"I am so excited to be using my Estée Lauder makeup in my show this season," Ms. Beckham said in a statement. "The starting point for my new makeup collection was beautiful skin – and I've stayed true to that with the beauty look for the spring/summer 2017 show.

"The makeup really reflects the assured free spirit of the ready-to-wear this season, so the use of color is quite carefree and applied in bold strokes across the eyes," she said. "Overall, the look doesn't feel too perfect or considered."

Ms. Beckham's limited-edition collection with Este Lauder will be available at Este Lauder counters and online at Bergdorf Goodman Sept. 13. Afterwards, the collection will retail at Este Lauder counters and online at Saks Fifth Avenue, Neiman Marcus, Nordstrom and Net-A-Porter next month.

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