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Estée Lauder establishes new role targeting seamless customer experience

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Estée Lauder's Pure Color Envy lipsticks

By STAFF REPORTS

Beauty label Estée Lauder has two new marketing executives.

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Marie Han Silloway is joining Estée Lauder as the senior vice president, global consumer marketing, while Matthew Parr has been appointed senior vice president, global creative director. Both hires are expected to bring new ideas to the Estée Lauder brand, which is currently strategizing around reaching the next generation of consumers.

New perspectives

Ms. Silloway is filling a newly created position at Estée Lauder. In her role, she will oversee consumer marketing and engagement, including social and digital media, promotions and omnichannel efforts.

The executive was most recently at Godiva, and previously held senior positions at Coca-Cola and Starbucks. Earlier in her career, Ms. Silloway worked at agencies such as Saatchi and Euro RSG.

Mr. Parr is taking over creative direction of the Estée Lauder brand from Richard Ferretti, who recently became global creative director at Estée Lauder Cos.' label Bobbi Brown. Like Mr. Ferretti, Mr. Parr is moving within the Estée Lauder group, coming to its flagship label from MAC Cosmetics.



Estee Lauder ad featuring Kendall Jenner

As global creative director of Estee Lauder, Mr. Parr will be in charge of the visual brand communications, including print, television, digital media, packaging, visual merchandising and store design.

Mr. Parr will report to Estee Lauder global brand president Stephane de la Faverie. He will also collaborate with Aerin Lauder, the style and image director of the brand.

The executive will have an additional reporting line to John Demsey, the executive vice president of Estee Lauder Companies. Mr. Demsey heads the company's center of excellence.

Before his time at MAC, Mr. Parr also held positions at Kate Spade, Jo Malone London and Laird & Partners.

"Both Marie and Matthew are visionaries who will bring new perspectives to communicating and connecting with our consumers around the world, including unique, dynamic and disruptive experiences," said Mr. de La Faverie. "I am thrilled to welcome them to the Estee Lauder brand."

Estee Lauder has been reaching out to millennial and Gen Z consumers through marketing efforts, such as its new product-centric video series.

Curated video content performs well in the cosmetics space due to the popularity of YouTube beauty bloggers and consumer interest in how-to tutorials that educate on product use and offer tips and style recommendations.

Tapping into this strategy, Estee Lauder has teamed with Robin Black of Beauty is Boring to create a series of nine videos, which it plans to screen across its social and digital channels beginning Feb. 10 ([see story](#)).

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