

FRAGRANCE AND PERSONAL CARE

Esté Lauder debuts remix-ready lipstick through playful talent transfer

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Esté Lauder's Pure Color Love lipstick

By SARAH JONES

Beauty marketer Esté Lauder is ascribing magical properties to its latest lipcolor launch in a whimsical campaign.

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To introduce its Pure Color Love lipsticks, the brand filmed a Freaky Friday-style narrative starring model Kendall Jenner and recording artist Elle King. This humorous short creates a memorable push for the cosmetic that maintains the product as a main character.

Esté Lauder was reached for comment.

Making a switch

Esté Lauder's film "Wild Love," directed by Tim Piper, opens on Ms. Jenner, who is cleaning up after a house party. A group of women is filing out the front door as the model calls out, asking if they are going to leave her alone to deal with the post-soiree mess.

Ms. King is the only one to respond, telling her friend that she has to record and unfortunately cannot help. As she is leaving, she drops a tube of Pure Color Love in the doorway.

The singer is next shown in a studio performing her single "Wild Love," which was written specially for Esté Lauder by producer Christopher Braide. Back at the house, Ms. Jenner notices the lipstick left behind and swipes on the color in front of a mirror.



Still from Este Lauder's Wild Love

Immediately after she rubs her lips together, the lipcolor takes over. The model jumps as she begins to sing in Ms. King's voice.

While the model has newfound vocal prowess, Ms. King begins to falter. Her voice cracks and is slightly off pitch.

Ms. Jenner gets into her new role, with a wardrobe change from her pajamas to a more stage-ready ensemble. She dances and poses with a standing microphone, creating an impromptu concert for herself in her living room.

Frustrated at how her recording session is going, Ms. King eventually opens her purse. She discovers that her lipstick is gone and gets angry.

Still fuming, the singer is seen in a car driving over to Ms. Jenner's house. Elevating her distress, her song appears on the car's infotainment system with Ms. Jenner's name as the artist and the model's image is seen on a billboard for an upcoming tour.

In the middle of a mini music video complete with costume changes and fans, Ms. Jenner is oblivious as her friend is seen pounding on the windows of her house. Eventually Ms. King enters and pulls the plug on a hairdryer, breaking the fantasy.

The singer scoops up her lipstick and pointedly tells the model, "You got enough going on."

Wild Love: Watch Kendall Jenner & Elle King Mix It Up with New Pure Color Love Lipstick

On a campaign page, consumers are encouraged to find their own #LoveLipRemix through a digital feature. This allows the user to mix different colors on the same pair of lips for different effects.

The product, which comes in 30 shades, also features four different finishes: matte, pearl, chrome and crme.

On this page, Este Lauder also includes a link to download Ms. King's single, which dropped on March 6 alongside the campaign.

Este Lauder's Pure Color Love lipsticks will retail exclusively at Ulta beauty stores, Ulta's ecommerce site and Este Lauder's online store.

Millennial minded

Lately, Este Lauder has been making a millennial push, reaching out to this generation through similarly aged ambassadors and specially designed product lines.

Last year, the label launched a collection designed specifically for a social media-savvy clientele.

The Este Edit is retailing exclusively through Sephora in the United States and Canada on March 15, with a coinciding launch campaign featuring influencers and models Kendall Jenner and Irene Kim. When developing the line, Este Lauder envisioned what its eponymous founder would do to disrupt the beauty market today, keeping heritage at the heart of this new brand extension ([see story](#)).

Este Lauder is not alone in a realization of the need for products that cater to a younger clientele.

French fashion house Christian Dior has committed itself to environmentally friendly skincare in its latest personal care launch.

The LVMH-owned house offers a varied skincare collection, but many products, such as anti-aging creams and firming serums, are geared toward an older, more mature demographic. Dior's Hydra Life, a collection of nine products, is skewed toward a younger, product-conscious consumer as the line is free of unnecessary ingredients and is sold in colorful, eco-designed packaging ([see story](#)).