

FRAGRANCE AND PERSONAL CARE

## Este Lauder expands flagship brand's presence via Birchbox

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*Estée Lauder's Pure Color Envy lipsticks are now available on Birchbox*

By STAFF REPORTS

U.S. beauty brand Estée Lauder is looking to introduce its brand to a younger generation of consumers by offering its skincare and cosmetics in sample sizes.

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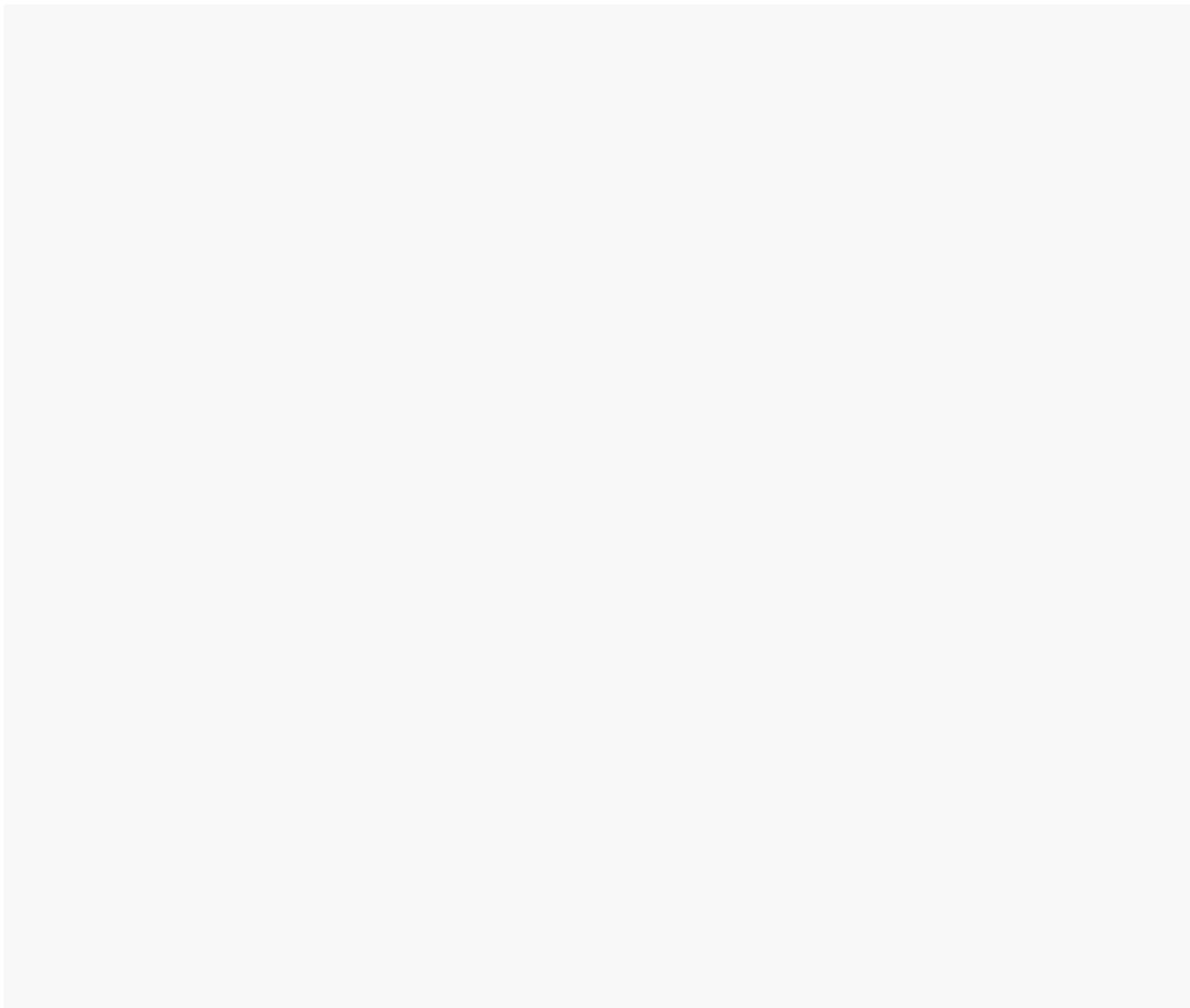
Birchbox, a monthly beauty subscription service, sends consumers an average of five trial-sized samples of innovative and talked-about skincare, cosmetics and fragrances. Birchbox offers consumers the chance to try merchandise at home before committing to a purchase, disrupting traditional selling points for personal care products.

### Sample-sized strategy

Birchbox has deals with Estée Lauder Cos.-owned brands such as Bobbi Brown, M.A.C, Smashbox and Bumble & Bumble hair care, among others. But, Birchbox did not previously offer its subscribers samples of Estée Lauder-branded products.

In a promoted Facebook and Instagram post, Birchbox announced that it has added Estée Lauder to its brand partners. The post encourages followers to share Estée Lauder favorites in a bid to generate conversation and buzz about the brand's timeless and innovative products.

Birchbox will begin sending trial-size Estée Lauder products in its monthly boxes, while its online store will carry 30 full-sized items such as the best-selling Night Repair line and cosmetics including the Pure Color Envy lipstick range.



ESTE LAUDER HAS ARRIVED at Birchbox! We're beyond thrilled to be working with the timeless and innovative brand and want to know what your favorite products are. Tag an @EsteeLauder fan and let us know in the comments. Then, find OUR favorite products by tapping the link in our bio.

A post shared by birchbox (@birchbox) on May 19, 2017 at 9:01am PDT

Teaming with Birchbox will help Este Lauder show off its flagship products to a new generation who may associate the brand with older consumers.

This approach builds off Este Lauder's launch of a targeted millennial makeup line, The Este Edit.

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](#)).

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