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Este Lauder leadership restructuring names new La Mer general manager

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Cme de la Mer skincare and Skincolor de la Mer products

By STAFF REPORTS

Este Lauder Companies has tapped internal hire Justin Boxford as skincare label La Mer's new senior vice president, global general manager.

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Mr. Boxford was most recently senior vice president/general manager, international at the Este Lauder brand and Tom Ford Beauty. As part of leadership changes within the beauty group effective July 1, current La Mer global brand president Sandra Main will add the Bobbi Brown label to her oversight.

Succession plan

Este Lauder's executive change up is tied to the retirement of two long-time employees: Dominique Consell, global brand president of Aveda, and Peter Lichtenthal, global brand president of Bobbi Brown and Bumble & bumble.

Due to the vacancy from Mr. Lichtenthal's retirement, Ms. Main will become global brand president, La Mer and Bobbi Brown. Ms. Main took the helm of La Mer in 2009, and since then the brand has tripled its net sales.

Ms. Main also oversaw La Mer's launch into color cosmetics ([see story](#)).



La Mer moisturizers

At the Este Lauder brand, Mr. Boxford was instrumental in driving the brand's digital and omnichannel efforts. At both Tom Ford and Este Lauder, Mr. Boxford successfully expanded outreach and presence in Asian markets.

Having joined the beauty group in 2004, the executive has held a number of other roles, including vice president of travel retail for Este Lauder.

No successor has been named for Mr. Boxford as of press time.

"Today's announcement reflects the company's thoughtful succession planning philosophy," said Fabrizio Freda, president and CEO of Este Lauder Companies. "We are focused on leveraging the diverse strengths, experiences and perspectives of our leaders to further grow our brands and our business. The success of our people is a cornerstone of our long-term strategy."

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