

FRAGRANCE AND PERSONAL CARE

Este Lauder ends Este Edit production

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Irene Kim was one of the social influencers tapped for The Este Edit. Photo courtesy of Este Lauder

By STAFF REPORTS

Beauty conglomerate Este Lauder Cos. has announced that its color cosmetics and skincare line geared toward millennial consumers will be discontinued.

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In 2016, Este Lauder looked to appeal to next-generation consumers with a collection designed specifically for a social media-savvy clientele. Este Lauder's The Este Edit was developed with its namesake founder in mind by envisioning what Ms. Lauder would have done to disrupt today's beauty market.

Trial and edit

To introduce The Este Edit to consumers, the beauty brand teamed with social influencers and models Kendall Jenner and Irene Kim.

The Este Edit consisted of 72 makeup and 10 skincare products, including a Pore Vanishing Stick and a white mud exfoliating scrub and mask. For this new collection, the brand revamped the original packaging designed by Ms. Lauder, using a silver and white color scheme remixed with blue splatter graphics ([see story](#)).

Este Lauder introduced the line through an exclusive retail partnership with Sephora in the United States and Canada. In the United Kingdom, the collection was sold in Selfridges and at a standalone storefront in London.



Este Lauder opened a standalone boutique for The Este Edit in London. Image courtesy of Este Lauder

The Este Edit product line will not be sold past September, but consumers will be able to buy merchandise online at Este Lauder's Web site through the end of the year.

In a statement, Este Lauder said, "Este Lauder created The Este Edit collection for Sephora to recruit millennial consumers. Simultaneous efforts by the core Este Lauder brand have recruited millennials via digital and makeup at an unprecedented rate.

"Therefore, after a year of valuable insights and learnings, we have decided that a separate brand in North America dedicated to recruiting millennials is no longer necessary," the company said.

"We are committed to our partnership with Sephora and we are working closely to strengthen our business in Sephora and develop exciting new programs."



The Este Edit featured color cosmetics and skincare. Image courtesy of Este Lauder

While Este Lauder did not see runaway success with The Este Edit, other efforts have proved worthwhile in culling the attention of millennials.

For instance, Este Lauder is continuing efforts to capture the attention of millennial and Gen Z consumers through a 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, Este Lauder teamed with Robin Black of Beauty is Boring to create a series of nine videos, which it has screened across its social and digital channels since Feb. 10 ([see story](#)).

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