

FRAGRANCE AND PERSONAL CARE

Esté Lauder taps vlogger as beauty director

June 20, 2017



Violette is Esté Lauder's new global beauty director. Image credit: Esté Lauder

By STAFF REPORTS

Beauty marketer Esté Lauder has appointed makeup artist and influencer Violette as its new global beauty director.

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In her new role, Violette will work on developing new products and guide women in finding their beauty look. While from a different generation than the beauty label's eponymous founder, Violette shares qualities with Esté Lauder such as a sense of individuality and the perspective that beauty is a means of empowerment.

Beauty blogging

Violette is a Parisian makeup artist who resides in New York. The vlogger has more than 2.6 million YouTube subscribers, who tune in to watch her tutorials and behind-the-scenes looks at photo shoots.

In an introduction interview for Esté Lauder's blog, Violette explains her beauty philosophy. This revolves around using makeup as a form of self-expression rather than a means to try to perfect or change.

The influencer also notes that she is against trendy looks, preferring instead to follow individual preferences.

Meet Violette, Esté Lauder's New Global Beauty Director

A short film finds the makeup artist blending colorful, glittery products on palettes in a studio.

In honor of the new member of its team, Esté Lauder let Violette take over its Instagram. She shared photos and commentary of her visit to the brand's headquarters, showing off some of the products as she experimented with them.



Violette for Estee Lauder. Image credit: Estee Lauder

The new global beauty director is making her product development a two-way conversation. On her first day on the job, she asked followers to share what they are looking for in their ideal cosmetics.

"We are thrilled to welcome Violette to the Estee Lauder brand and look forward to an exciting collaborative partnership," said Stephane de La Faverie, global brand president at Estee Lauder, in a statement.

"As a talented makeup artist and lifestyle influencer with a passion for art and color, Violette brings a unique voice and perspective to beauty," he said. "We are excited to partner with Violette on innovative new product ideas and engaging digital content that creates a dynamic new beauty conversation with women around the world across all touch points."

Other beauty labels have added celeb makeup artists to their teams, leveraging their ability to engage.

For instance, French fashion label Yves Saint Laurent recently promoted some of its latest cosmetic products with a makeup masterclass hosted on Instagram Live.

The class was hosted by YSL's global beauty director Tom Pecheux, who instructed viewers on how to use the brand's cosmetics to achieve runway looks. To promote the virtual masterclass, YSL Beauty posted regular photos of Mr. Pecheux as well as close-ups of cosmetics being applied on the brand's beauty-centric Instagram account ([see story](#)).