

FRAGRANCE AND PERSONAL CARE

La Mer appeals to sophisticated men for its skincare line

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La Mer partners with Mr Porter for skincare promotion

By BRIELLE JAEKEL

Esté Lauder Cos.' Crème de la Mer is creating a series of content for the audience of Mr Porter to gain visibility for its men's skincare line.

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Mr Porter is sharing journal entries that detail the routines of personalities such as New York matre d' Alireza Niroomand, in which the men use La Mer skincare. Hoping to inspire viewers and readers to introduce La Mer into their routine, Mr. Niroomand describes why he likes each product.

Journal entry

After Mr. Niroomand completes a workout he freshens up with the use of La Mer skin repair products, which he has detailed in a video and entry on Mr Porter's site.

The three-step process begins with the Cleansing Gel from La Mer, which he describes as refreshing without drying out the skin. After washing his face, Mr. Niroomand moisturizes with the Treatment Lotion.



La Mer's skincare line for men

He describes the lotion as, "a post-exercise recovery shake for my face." La Mer notes in the journal that the product is a best seller and is meant as an energizer for the skin.

It is made with what La Mer calls its patented Miracle Broth to help renew the skin, while providing deep moisture.

Finishing off his routine, Mr. Niroomand uses the Moisturizing Gel Cream to cool his face, removing redness and restoring the skin's natural balance.

The campaign creates a personal connection with viewers and readers, as Mr. Niroomand invites them into his home. The exchange has an air of a candid one, as he jokes that he does not workout as much as he used to but his job keeps him running around all day, as well as having to deal with his "crazy Italian wife."



La Mer's skincare line for men

He also describes how he got his style from his father, inheriting his signature red socks.

The matre d' explains that it is important to stay in shape and keep great style, since he is continually host to many VIPs.

Other videos in the series include Mr. Niroomand sharing his weekend skincare habits and model-photographer Johannes Huebl sharing travel and night out tips.

La Mer marketing

The new campaign follows news that Este Lauder Companies has tapped internal hire Justin Boxford as La Mer's new senior vice president, global general manager.

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 ([see more](#)).

Previously, La Mer showed the near magical reward of perseverance in a festive film.

For its holiday effort, the brand created an animated short inspired by its founder Dr. Max Huber, a scientist who discovered kelp's benefits for skin. This film allowed La Mer to speak to holiday themes of surprise and waiting while also exploring its origin story in a mystical way ([see more](#)).

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