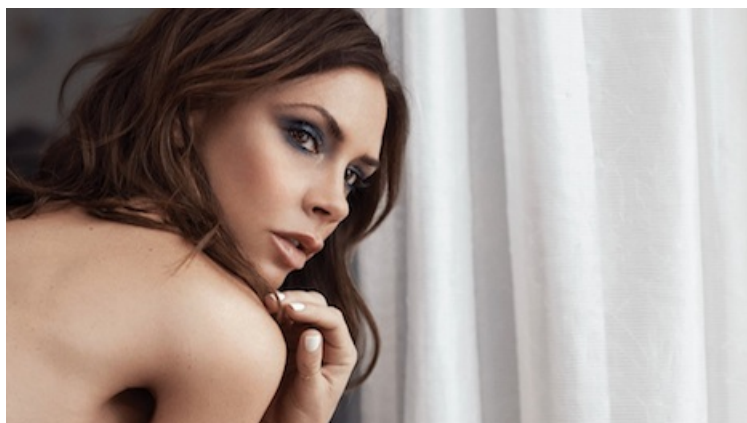


FRAGRANCE AND PERSONAL CARE

Estee Lauder expands on Victoria Beckham beauty offering

July 28, 2017



Victoria Beckham appears in the creative for VB x Estee Lauder. Image credit: Estee Lauder, Victoria Beckham

By STAFF REPORTS

Beauty marketer Estee Lauder Cos. will continue its colored cosmetics relationship with fashion designer Victoria Beckham for a second limited-edition collection.

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Estee Lauder announced its first collaboration with Ms. Beckham in April 2016, calling the relationship a "natural partnership" due to the designer's status as a fashion influencer and pop icon, especially to older millennial consumers. Estee Lauder has seen tremendous success with its Tom Ford Beauty license, and Ms. Beckham's line could glean the same degree of success for the beauty company ([see story](#)).

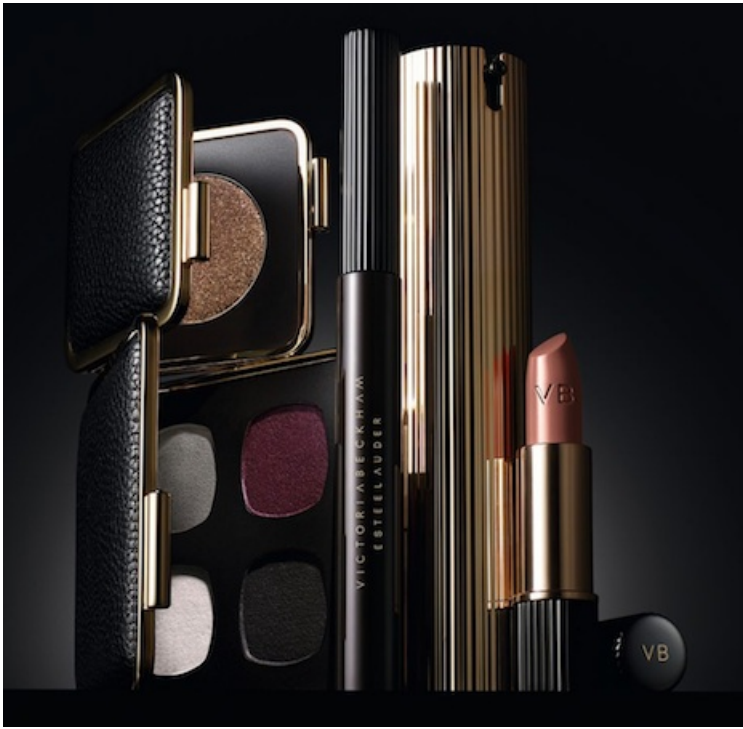
Estee and Victoria

Ms. Beckham's debut Estee Lauder collaboration included 15 products ranging in price from \$30 to \$45. The collection focused mainly on lip and eye products, but also included bronzer, highlighter and Morning Aura, an illuminating cream.

In addition to cosmetics, the limited-edition collection included a \$1,200 light box fitted with a removable, lighted mirror and eight products.

The second VB x Estee Lauder collection will offer consumers new products and exclusive, signature pieces to build off the original limited-edition selection.

"I am so excited to be expanding my makeup collection with Estee Lauder and launching a second capsule," Ms. Beckham said in a statement.



The VB x Estée Lauder second limited-edition includes new products. Image credit: Estée Lauder, Victoria Beckham

Ms. Beckham's updated collaboration with Estée Lauder will go to market Sept. 1 at select global retailers. Points of sale include the Victoria Beckham and Estée Lauder Web sites and the designer's London flagship at 36 Dover Street. The pop star-turned-fashion designer also fronts the digital and print campaign for the second capsule. The imagery was shot by photographer Lachlan Bailey in New York.

"To work with Lachlan and Estée on the campaign was very special and a real honor," Ms. Beckham said. "Inspired by my favorite cities in the world, this makeup collection reflects my personal beauty vision. I hope it will make women everywhere feel beautiful and confident."

Ms. Beckham's sentiments about her collection are on par with Estée Lauder's founding principles.

"Like our founder, Estée, Victoria has a real understanding of what women want and has applied this to beauty in a very passionate and personal way," said Stéphane de la Faverie, global brand president at Estée Lauder, in a statement.

"With this collection, Estée Lauder and Victoria will further amplify the aspirational beauty conversation with deeper product innovation, newly curated beauty looks and dynamic digital beauty content to inspire women around the world," he said.

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