

FRAGRANCE AND PERSONAL CARE

Este Lauder picks Misty Copeland as latest muse

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Esté Lauder's Modern Muse scent. Image credit: Esté Lauder

By STAFF REPORTS

Beauty marketer Esté Lauder has tapped a new inspirational individual to front its Modern Muse fragrance marketing.

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Misty Copeland, principal ballerina at American Ballet Theatre, is the newest spokesmodel for the scent and will star in an advertising campaign premiering in August. Since it was first launched in 2013, the messaging around Modern Muse has focused on women forging their own path through life, making the boundary pushing ballet dancer a fitting choice of face.

"When Esté Lauder launched the Modern Muse fragrance in 2013, we embraced the idea of women as muses, living life on their own terms, achieving great things and inspiring everyone around them," said Stéphane de La Faverie, global brand president of Esté Lauder, in a statement.

"Misty has challenged the status quo to achieve her dreams and inspired so many young women along the way," he said. "Misty will bring the fragrance concept to life through her unique story."

Making a pointe

Esté Lauder's in-house creative team produced the campaign, working with Spring Studios and photographer Pamela Hanson.

The multichannel effort, which will run in print, digital, television and in-store, revolves around the question, "What inspires you?"



Modern Muse ad featuring Misty Copeland. Image courtesy of Este Lauder

In a 20-second spot, Ms. Copeland's voiceover about her journey accompanies footage of the dancer in a studio teaching younger ballerinas. The video then cuts to the spokesmodel spraying the scent as she tells the viewer to "be an inspiration."

This campaign is designed to start a social media conversation, asking consumers to weigh in about what #BeAnInspiration means to them by using the hashtag.

Modern Muse Featuring Misty Copeland | Este Lauder

"I am so honored to represent Este Lauder Modern Muse," said Misty Copeland. "My two passions are dance and giving back, and I love passing on knowledge to the next generation.

"I also have a strong connection to the scents I wear when I perform," she said. "The Modern Muse campaign is the perfect way to see another side of my story."

A household name, Ms. Copeland has also fronted campaigns for activewear label Under Armour and Seiko timepieces.

In 2014, Este Lauder looked to instill an emotional response in consumers with a digital effort around Modern Muse Chic.

Este Lauder filmed intimate portraits of ballerina Almandine Albisson and actress Cody Horn, getting them to talk about what inspires them. Rather than strategizing and selecting representatives, Este Lauder allowed campaign model Arizona Muse to select the women who are her muses, creating a more organic pairing ([see story](#)).

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