

FRAGRANCE AND PERSONAL CARE

## Violette Woman to Watch 2018

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*Violette, global beauty director, Estée Lauder Cos.*

By STAFF REPORTS

Violette

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Global beauty director, **Estée Lauder Cos.**, Paris

"I am who I am. I like to feel powerful and beautiful"

What do you most like about your job?

There is an incredible feeling of freedom in my job. Everyday is different. I travel, I meet different people: artists, visionaries, muses.

All of this inspires me. It keeps me growing and open-minded. That is something that I think is so precious.

What I love most about my job is how I can link art and beauty together in a way to encourage women's vision of themselves, so that they can learn to give themselves more self-love and more freedom of expression in their beauty.

My two mottos are "break the rules" and "embrace yourself," but it took me time to get there. The industry is full of rules.

There were definitely questions raised about me when I first started my YouTube channel - fashion is supposed to be inherently a bit inaccessible. But, after 14 years of working in the the studio and expressing myself through my work, without sharing it with the world at large, I personally felt I had no choice.

This was the next step for me. I needed to open my doors and connect with people. It is the best thing that happened to me, that I can share my artistic vision of beauty with women, give them empowerment, inspiration and encourage them toward self-love.

This is the best part of my job.

What is the biggest challenge in your job?

To consistently believe in the vision I had when I started out 14 years ago. I really had to believe in this, and it wasn't always easy.

Many people tried to push me to take the expected path. I was really an outsider. Being young and being a woman, never assisting another artist, never going to makeup school and seeing beauty as an art and as something therapeutic, this all made me stand out.

Also, arriving to set made up was also not something most considered typical for makeup artists.

So many times I would hear people say, "She's not a model - she's just a makeup artist," like I had no reason to dress myself up and present myself that way. Who decided that there is this hierarchy in the industry, these rules, that I have to follow?

I am who I am. I like to feel powerful and beautiful.

I believe that I can inspire trust from my clients, as well. They see that I know how to enhance and take care of myself.

It doesn't mean that my ego is too big, or that I won't do the work. On the contrary. If I feel good about me, I can give all my "love" to my clients.

What is your work priority for 2018?

To keep sharing my philosophy of learning to love ourselves through beauty, to help women feel empowered and confident. Help them reach their inner artist and inner muse.

I am also very excited about my new position at Este Lauder. This brand is history, and women have such an attachment to it.

The fact that it was created by a woman, in an era when it was so hard for women to succeed in the business world, is such a huge honor and inspiration for me. What she created then is still a huge success today. How cool is that?

I want to continue the spirit and vision of Este in the brand with today's vibe. I want to bring a very strong connection to its community by including women in what we do.

I want to create very good products, that make you feel like you have a makeup artist in your bathroom. And I want to create content that talks about the philosophy I just mentioned.

What is your proudest achievement in luxury?

I have several. Having the trust of the most incredible magazines that give me so much freedom creatively in the editorials I do. I am able to express myself freely. As an artist this is pure luxury.

That I was able to create a bond between the editorial world and real women in the world.

That we share this outsider vision of beauty. That beauty is a way to love and express yourself - not a way to change who you are.

Becoming the Este Lauder global beauty director.

How do you see luxury evolving in 2018?

Luxury is evolving. There is a radicalization of what luxury means.

The codes are being broken, and luxury is becoming more accessible. In contrast to what we see all around us now, which can be very fake, thanks to filters and retouching, I think another path is strongly being drawn. A path of honesty and reality, which is what really inspires me.

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