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Estee Lauder touts founder's wanderlust for experiential offer

January 12, 2018



Estee Lauder, Expedia team to send consumers on a dream vacation. Image credit: Expedia

By STAFF REPORTS

Beauty marketer Estee Lauder is celebrating its founder's love for travel through a partnership with travel booking Web site Expedia.

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The partnership marks the first time Estee Lauder has worked with a travel brand, as it looks to strengthen its connection to consumers through an experiential opportunity. With Expedia's help, Estee Lauder will offer consumers the chance to win an experience of a lifetime to one of many destinations that inspired the beauty brand's spring 2018 gift-with-purchase collection for North America.

Travel with Estee

Estee Lauder's spring 2018 gift-with-purchase program is inspired by the late Ms. Lauder's love for travel and the destinations that influenced her color collections.

Within the gift-with-purchase collection, eight travel destinations are referenced including Morocco, Bali, Indonesia and Capri, Italy. The complimentary offer includes an exclusive printed cosmetic bag filled with a curated selection of Estee Lauder's best-selling product samples, free with a qualifying purchase.

Now through May 13, consumers can win a trip of a lifetime to one of the eight destinations. Potential dream vacation destinations include Bali, Palm Beach, FL, Santorini, Greece, Capri, Italy, Bali, Indonesia, Tahiti, the French Riviera, Morocco and Riviera Maya, Mexico.

To enter, consumers must visit a participating United States or Canadian department store and qualify with a purchase of \$37.50 or more to receive the gift-with-purchase.

Then, the consumer must share an original selfie of her best dream vacation beauty look using the hashtags #EsteeExpediaContest and the destination's tag, such as #FlyMeToSantorini. The entry must include @EsteeLauder and @Expedia to be entered to win.



Estee Lauder's travel-inspired spring 2018 gift-with-purchase offer. Image credit: Estee Lauder

The selfie can also be submitted via email using the address FlyMeToBali@estee.com, for example.

Participating retailers include Lord & Taylor, Bloomingdale's, Nordstrom's and Hudson's Bay in Canada, among others.

"We are thrilled to work with Expedia on this exciting initiative," said Lisa Sequino, senior vice president and general manager of Estee Lauder North America, in a statement. "As a brand, we are committed to creating meaningful experiences for our customers and this collaboration allows us to offer a unique opportunity combining beauty and travel."

Similar to other heritage brands, Estee Lauder works to keep the legacy of its founder in tact in modern marketing efforts.

For example, Estee Lauder got "saucy" alongside Bon Appétit magazine's senior food editor Alison Roman, teaming up to share a family recipe with its online community. In the effort, Ms. Roman recreated and shared the late Ms. Lauder's "famous" tomato sauce recipe ([see story](#)).

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