

FRAGRANCE AND PERSONAL CARE

Esté Lauder taps Karlie Kloss as latest face

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Esté Lauder has signed Karlie Kloss as a spokesmodel. Image courtesy of Esté Lauder

By STAFF REPORTS

Beauty label Esté Lauder has signed model Karlie Kloss as its newest spokesmodel, establishing a partnership that will span advertising campaigns, digital content and philanthropy.

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Ms. Kloss' first campaigns for Esté Lauder will debut in July. Similarly to the brand's eponymous founder, Ms. Kloss is an entrepreneur, having founded a production company and nonprofit organization.

"Karlie is the modern-day Esté and we are thrilled to welcome her to the Esté Lauder brand," said Stephane de La Faverie, global brand president of Esté Lauder, in a statement. "Karlie has achieved tremendous success in her career through hard work, first taking the fashion world by storm, then becoming a media and television personality and now empowering young women to become future leaders in tech.

"Her passion for beauty, unique voice and global social media presence will help us continue to inspire and connect with women around the world," he said.

Content collaboration

Ms. Kloss began modeling in high school when her career quickly took off. She has landed spots on major runways and in ad campaigns for brands such as Carolina Herrera and Swarovski.

In 2015, the model launched Kode With Klossy, an organization designed to get young girls interested in coding and technology careers.

The same year, Ms. Kloss founded her YouTube channel Klossy. Since then, she has branched into television, making appearances on shows such as Netflix's "Bill Nye Saves the World."

Across social networks, she has almost 17 million followers.

Leveraging the model's personality and production capabilities, Esté Lauder will partner with Ms. Kloss to develop beauty content. The first of these videos debuts alongside Esté Lauder's announcement on April 19, and features a behind-the-scenes look as Ms. Lauder's granddaughter Danielle Lauder oversees Ms. Kloss on her first day as part of the company's team.

This content will be published to the Klossy YouTube channel, as well as Ms. Kloss and Este Lauder's social and digital channels.

Ms. Kloss' first advertising efforts for Este Lauder will break in July. Shot by photographer Josh Olins in Los Angeles and Palm Springs, CA, the ads promote the brand's Pure Color Envy Sculpting Lipstick, Double Wear Stay-in-Place Makeup and Revitalizing Supreme+ Global Anti-Aging Cell Power Crème.

The campaigns will run across television, social media, digital, print and in-store.

In addition to marketing partnerships, Este Lauder will support Kode With Klossy's efforts, which include free coding summer camps for girls ages 13 to 18. The beauty brand will provide scholarships to the camp and will host events in support of the organization's mission.

"It is a dream come true to join the Este Lauder family," said Ms. Kloss in a statement. "I am so inspired by the brand's legacy and values from the entrepreneurial spirit of Este herself to the company's unparalleled commitment to creating best in class products for women around the world.

"I could not be more proud and honored to be part of such an iconic brand."

Ms. Kloss joins Este Lauder's existing roster of faces Carolyn Murphy, Fei Fei Sun, Gabriella Wilde, Hilary Rhoda, Joan Smalls, Kendall Jenner, Yang Mi and Misty Copeland ([see story](#)).