

FRAGRANCE AND PERSONAL CARE

Estée Lauder gets new public face with model Grace Elizabeth

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Grace Elizabeth's career began only two short years ago. Image credit: Estée Lauder

By STAFF REPORTS

Beauty label Estée Lauder has named rising star model Grace Elizabeth as its new public face.

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In a blog post/interview with the brand, Ms. Elizabeth spoke about her background that led her to this prestigious position. Estée Lauder is planning on making her the face of many of its new products in the coming months.

"I am blessed to be a part of such an established brand," Ms. Elizabeth said in a statement. "The fact that Estée Lauder has been thriving since 1946 speaks for itself. The Estée woman is everything I aspire to be: confident, beautiful, strong, courageous and an entrepreneur."

Public face

Ms. Elizabeth's model career has exploded rapidly since she was first discovered.

After her mother sent photos of her to a modeling agency, Ms. Elizabeth soon found herself whisked away from her home state of Florida to fly around the world, walking in runway shows for Miu Miu, Dolce & Gabanna and more.

Now, Ms. Elizabeth has landed her latest gig as the public face of Estée Lauder.

In a short interview, Estée Lauder asked Ms. Elizabeth a bit about her background in Florida, her life growing up there and her family, as well as questions about what she plans to do in the future.



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

Ms. Elizabeth's bucket list includes appearing on the cover of American *Vogue*, starting her own denim company and more.

Estée Lauder also recently signed model Karlie Kloss as its spokesmodel, establishing a partnership that will span advertising campaigns, digital content and philanthropy.

Ms. Kloss' first campaigns for Estée 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 ([see story](#)).

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