

FRAGRANCE AND PERSONAL CARE

Este Lauder looks to the future by nurturing its employees

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Este Lauder is working with LinkedIn Learning. Image credit: Este Lauder

By STAFF REPORTS

Beauty maker Este Lauder is building the skills of its employees through a partnership with LinkedIn, offering an innovative way of learning.

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The beauty maker's employees have been taking self-led classes since March for the partnership's soft open, according to a report from *Women's Wear Daily*. Este Lauder's integration with LinkedIn Learning has now been revealed officially on Aug. 7.

Beauty and learning

Hoping to develop employees' skills in areas such as leadership, data, analytics, digital marketing and social media, Este Lauder is working with the platform to foster team member growth.

The program currently has more than 5,800 Este Lauder employees using LinkedIn Learning, which allows them to take classes on their own via social media.

Women's Wear Daily reported that the idea for the partnership came after the company found numerous employees using LinkedIn Learning on their own.

"As we started to pay attention to the evolving workforce and the urgency required for rescaling, we knew we needed to make some changes in how we offer learning experiences inside the company," said Alyson DeMaso, vice president of global learning and capability building at The Este Lauder Cos., in a statement to WWD. "We love the fact that our company can strategically create learning paths for employees that support their business and individual needs and we can incorporate this into the ecosystem of learning that we're creating."

We all have our own reasons for working, our own inspirations, and our own definitions of success. Whatever you're in it for, we're in it together. <https://t.co/k6CafTHs5b> #InItTogether pic.twitter.com/eQcjd2d5qN

LinkedIn (@LinkedIn) **January 30, 2018**

The beauty maker has been looking to modernize its business, and its LinkedIn partnership is not the only collaboration that it has leveraged to do so.

British department store Debenhams recently joined the throng of retailers looking to reinvent the beauty shopping experience through a revolutionary concept in partnership with Estée Lauder Companies that breaks down barriers between brands.

#BeautyHub has been designated as beauty playground, where counters for specific cosmetic brands have been replaced with a cohesive, multi-brand experience. Located at Debenhams in Stevenage, England, the hub features a variety of experts and technology to help find beauty fans the best product of them, instead of steering them towards separate brands ([see story](#)).

"We hope that our employees understand that The Estée Lauder Cos. is investing in the success of their careers inside the organization," Ms. DeMaso said to WWD of its LinkedIn program. "We hope they utilize this as a resource to stay skilled in their roles and learn new skills for potential roles they want."

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