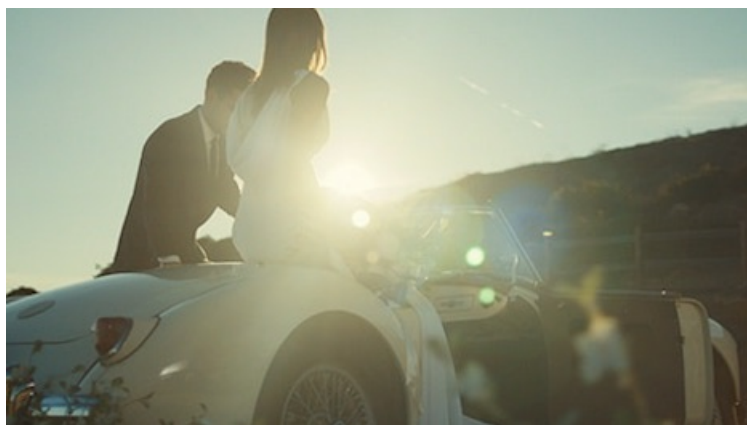


FRAGRANCE AND PERSONAL CARE

Esté Lauder breaks rules of traditional fragrance marketing with love

August 13, 2018



Esté Lauder's new film for its Beautiful Belle fragrance. Image credit "Esté Lauder

By BRIELLE JAEKEL

Beauty maker Esté Lauder is seeking rule breakers in a new vignette that sheds a girly image for a feminine edge.

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For its new fragrance Beautiful Belle Eau de Parfum, the beauty label is changing the definition of what a belle means to something unique that breaks tradition. In an advertisement that features model and recently appointed ambassador Grace Elizabeth for the first time, Esté shows her breaking the mold.

"With millions of fans on social media and the summer months being the most popular wedding season of the year, Esté Lauder's short film to promote their fragrance beautiful belle is romantic and beautiful making any young bride or bridesmaid want to try the scent," said Marci Troutman, CEO of SiteMinis, Atlanta. "The campaign is complete with a specific tag line and hashtag #LoveBreaksAllRules along with a link to purchase the fragrance, which makes this a winning campaign."

Breaking the rules

In an embodiment of the traditional feminine fragrance ad motif, the new film starts out with Ms. Elizabeth in a fluffy white dress, happily riding a carousel with a pristine cityscape background.

The clip is very girly with adolescent themes. This is disrupted when the cityscape backdrop begins to fall and the shot moves out to show this is a studio.

Ms. Elizabeth's face intensifies as she hops off the carousel walking towards the exit, shedding the fluffy aspects of her dress to reveal a sleek and curve-hugging silhouette.

Break a glass. Break with tradition. Break hearts. #EsteeModel @lovegrace_e rewrites the rules of love with our newest fragrance, Beautiful Belle Eau de Parfum. Shop now:

<https://t.co/e6szz2ka7x> #LoveBreaksAllRules pic.twitter.com/s9HVVHotgoP

Esté Lauder (@EsteeLauder) **August 10, 2018**

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As a bride begins to toss her bouquet to her bridal party, the model drives by in a convertible and catches it before driving away.

She comes across her advertisement as a large mural and stops the car as a crew member carries a carousel horse away.

In front of the billboard, a man in a suit stands waiting. As Ms. Elizabeth pulls up, he kisses her on the cheek and climbs inside the vehicle.

The two take off across the mountainside, as the license plate of the car is revealed to read, "Belle," a nod to the fragrance's name.

Ms. Elizabeth and the man sit on the back of the car by the edge of a cliff with a spectacular ocean view. She tosses the bouquet she caught earlier backwards while wearing a white dress, symbolic of a wedding.

Este Lauder's film ends with the phrase, "Love breaks all rules."

The beauty label first named the rising star model as its new public face in May, and this film marks the beginning of her role.

In a blog post/interview with the brand, Ms. Elizabeth spoke about her background that led her to this prestigious position. Este Lauder plans on making her the face of many of its new products in the coming months ([see story](#)).

In addition to the new ad, Este Lauder has released a series of videos interviewing its spokeswoman as well as its beauty director on their feelings on weddings such as honeymoon destinations and hairstyles.

Este Lauder shares Ms. Elizabeth's thoughts on weddings

Unique films

In another unique marketing endeavor that diverts from traditional beauty films, Este Lauder looked to create a modern image and cater to millennial women with comedy and common problems.

Touting its skill on Google Home, Este Lauder appealed to beauty fans and voice assistant owners with a comedic look at the popular struggles many face, embracing new trends. In a new digital video series, Este Lauder's virtual assistant, Liv, features as a helpful character ([see story](#)).

"Campaigns such as this lend the benefit to Este Lauder of, what can't be anything less, than stellar statistics of a campaign well executed," she said.