

FRAGRANCE AND PERSONAL CARE

Esté Lauder turns the page into the past

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Aerin Lauder showcases family memories. Image credit: Esté Lauder

By BRIELLE JAEKEL

Beyond highlighting the strong connection between memory and scent, beauty manufacturer Esté Lauder's latest perfume campaign showcases the enduring strength of family and heritage values for luxury brands.

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In the past, luxury brands have had very close relationships with the families that have founded and operate their businesses. A new fragrance from Esté Lauder's Aerin brand and the subsequent campaign is one of the many luxury marketer pushes that show heritage is alive and well today, despite trends to go modern.

"It reflects pride in her heritage and what the brand stands for," said Carrie McIlveen, global director of marketing at Metia, in regards to brand heritage. "It uses history to position and embrace its modern future."

Ms. McIlveen is not affiliated with Esté Lauder but agreed to comment as an industry expert.

Heritage and luxury

clat de Vert, Esté Lauder's new perfume, is a part of the Aerin brand, founded by the granddaughter of Esté Lauder herself.

The company has stated the fragrance was inspired by early memories Aerin Lauder has of her grandmother.

Iconic greens with a touch of gold. The new clat de Vert collection from [@AERIN](#) is available now: [#AERINBeauty pic.twitter.com/cBY1ReozN8](https://t.co/57vzHQaqKy)

Esté Lauder (@EsteeLauder) [August 21, 2018](#)

A film for the product, touted by both Esté Lauder and Aerin throughout social media, highlights these memories along with the destination that inspired the scent: The South of France.

Ms. Lauder tells fans her memories in a film that opens with a shot of the perfume and candle of the same scent burning side by side. She opens a photo album and says "clat de Vert was inspired by the South of France and memories of visiting my grandmother, Esté's home."

Viewers are given a glimpse into the Lauder family's life back then through old photos of the house, Este Lauder and other family members.

The Este Lauder heiress talks of the strong citrus scents, along with lush greens and magnolia that remind her of these visits, of the light streaming through the trees and of the coast of France.

A few more family photos can be seen in closer view, some of which the viewer can assume are of Aerin Lauder as a child in the arms of her grandmother.

Ms. Lauder ends the film by closing the photo album and spraying herself with the new perfume.

There's a powerful connection between memory and scent. @AERIN's new fragrance, clat de Vert, is inspired by one of her earliest memories of visiting her grandmother, Este, in the South of France. Discover more: <https://t.co/vrgjqtHizB> #AERINBeauty pic.twitter.com/iuT1LSHcHa

Este Lauder (@EsteeLauder) August 20, 2018

Business and family

Este Lauder's strong allegiance to show off its family ties and history as a company is not a rare one in the luxury world.

While many believe that innovation, technology, social media and other forms of modernization are important to keep up a faade of luxury, heritage is still very much an important part of these businesses, as well as the families that run them.

Ms. Lauder is still a large part in the Este Lauder company as style and image director of the brand, keeping the family alive within its business. And the beauty group its not the only major luxury company to do so.

Recently, the Nordstrom family looked into taking the retail group private. While talks to go private did eventually end ([see story](#)), the retailer is a prime example of how family is still an important part of major luxury brands.

Beyond businesses, these brands highlight families in their marketing as well.

Italian fashion house Fendi looked inside its own family to celebrate the 10-year anniversary of its Peekaboo bag, in a move that celebrated heritage and the strong relationship between brand and consumer.

Fendi's "Me and My Peekaboo" effort spotlighted creative director of menswear and accessories Silvia Venturini Fendi and her daughters, capturing their individual relationships with the Peekaboo handbag. Through a series of short videos and content on social media, each discusses her personal thoughts on the bag ([see story](#)).

"[This campaign] tells the story and the relationship she had with her grandmother," Ms. McIlveen said. "It celebrates the values of heritage with a sprinkling of science."