

FRAGRANCE AND PERSONAL CARE

Esté Lauder gives beauty fans a taste of clean eating

January 4, 2019



Amber Locke creates designs with produce for Esté Lauder bags

By BRIELLE JAEKEL

As beauty and wellness become more closely intertwined and consumers start their New Year's resolutions, beauty brand Esté Lauder is launching a partnership that taps into healthful food photography.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Esté Lauder has gathered inspiration from an unexpected source for a cosmetic brand, crafting printed beauty bags based on recipes. Amber Locke of Amba Living, a design brand focused on health and wellness in food, lends a few recipes from her new book for the collection and gives viewers an inside look at her process.

Artful eating

The beauty maker is releasing a variety of cosmetic bags that feature prints inspired by recipes from Ms. Locke's cookbook "Ambrosia" and designed by the writer herself.

Krispy kung pao lotus root, citrus beet salad, spaghetti pepperonata with olives, tropical sweet and savory kebabs and sweet and spicy dragon fruit boats are a few of the recipes Ms. Locke has gathered for inspiration.



Designer Amber Locke focuses on fresh organic produce. Image credit: Este Lauder

Este Lauder is sharing these recipes with fans through a dedicated Web page and social content so consumers can get a taste of Ms. Locke's recipes.

Through the Amba Living company, the artist creates a variety of photography content and designs for herself as well as brands and others interested in her services.

With each work of art, she picks fresh, organic ingredients, all of which she uses in a recipe afterwards without wasting any food.

In a short film for Este Lauder, Ms. Locke explains that she often chooses fruits and vegetables with a unique shape and vibrant colors for a better design aesthetic. Some of the ingredients are even grown in her own garden.

Ms. Locke's work with fruits, vegetables and flowers began when she was on a raw food regimen.

Este Lauder shows the aesthetically pleasing process of the artist's work, as she assembles a new design piece with a variety of fresh produce. The finished product is then printed on a bright Este Lauder cosmetics bag.

[View this post on Instagram](#)

We've cooked up something special with influencer, artist, and health food enthusiast, @ambaliving. Our latest collaboration transforms the beauty of food into unique and vibrant prints for exclusive gift with purchase cosmetic bags. Link in bio to learn more about our exclusive #EsteeexAMBALiving partnership.

A post shared by Este Lauder (@esteelauder) on Jan 2, 2019 at 9:03am PST

Este Lauder's Instagram post

This partnership exhibits the growing relationship between health and beauty, as consumers begin to care more about what goes on their skin and into their bodies.

The majority of cosmetics executives believe that health-inspired beauty along with personalization and digital engagement were the driving themes in the industry this past year.

According to a survey by Euromonitor, skin health is a major factor within the beauty-manufacturing world today with an increase in brands creating topical probiotics. More than half of beauty execs believe that health in beauty, digital and personalization are the most important aspects of successful launches ([see story](#)).

Beauty in food

Este Lauder has previously worked with food media brands on collaborations and recipes in other endeavors.

The brand "got saucy" alongside *Bon Appetit* magazine's senior food editor Alison Roman, as it teamed up to share a family recipe with its online community.

On social media, Este Lauder shared an image of a handwritten recipe card with a tube of opened red lipstick lying on the page. Copy accompanying the image encouraged followers to click-through to find out what brand founder Este Lauder's secret tomato sauce ingredient was ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.