

FRAGRANCE AND PERSONAL CARE

## Esté Lauder plays with femininity in cheeky cosmetics campaign

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*Esté Lauder is introducing a lip care collection. Image credit: Esté Lauder*

By SARAH RAMIREZ

Beauty brand Esté Lauder is launching its new lip care collection with the help of a brand ambassador in a playful new film.

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The Pure Color Envy Lip Care Collection combines cosmetics with skincare benefits, a trend that has been gaining steam in recent years. To maintain a sense of levity and youthfulness, a campaign film features a supermodel playing several roles for comedic effect.

"The heritage of Esté Lauder has been beautifully reflected through the faces of iconic, relevant, stylish models that represent the classic American beauty, the girl next door, the girl that many women aspire to be," said Rony Zeidan, founder and creative director of [RO New York](#).

Mr. Zeidan is not affiliated with Esté Lauder, but agreed to comment as an industry expert. [Esté Lauder](#) was reached for comment.

### Lip love

Model Karlie Kloss stars in Esté Lauder's new film, which is set in a "lip spa" fully decorated in pink.

For an amusing take on women's different identities, Ms. Kloss plays several characters in the waiting room of the spa. Her roles include the "Boss Lady," a "Sexy Siren" and "The Girl Next Door," as well as the spa attendant.

The film begins with the Boss Lady arriving at the spa for her appointment. She is exasperated and speaking to one of her employees on the phone when she asks the timid Girl Next Door to make room for her on the sofa.

*Karlie Kloss plays several characters in Esté Lauder's new campaign*

All of the characters wear feminine clothing that reflects their different personalities.

The Girl Next Door wears white loafers and a cardigan over a pink dress, while the Sexy Siren wears a golden gown with movie star waves. The Boss Lady wears a sensible pink dress and carries a leather bag, and the attendant wears a crisp, pale pink uniform.

The spa worker rings a buzzer and calls "Ms. Kloss" to come to the Hydra Room. The Girl Next Door walks down a pink hallway with a neon lip decoration.

In the Hydra Room, the Girl Next Door dresses in a white robe and tries on Este Lauder's Color Replenish Lip Balm for a light pink pout.

Back in the waiting area, the Boss Lady continues to complain on the phone about the service, while the spa employee gives her distrustful looks. Then the worker sends the Sexy Siren to the Sculpt Room, where she applies the Lip Volumizer in a bright pink shade.

Finally, the Boss Lady is called to the Revitalize Room. The executive wears Este Lauder's Lip Repair Potion while donning a sleeping mask.



*A look inside Este Lauder's lip spa. Image credit: Este Lauder*

The film then returns to the waiting area, where the attendant is reading an Este Lauder magazine. She puts down the magazine and cheekily winks at the camera as the film ends.

"Everyone loves Karlie, especially because she is a supermodel turned entrepreneur with her Kode with Klossy initiative," Mr. Zeidan said. "Young girls all over America dream of this scenario of the first day of work at a high profile fashion publication or fashion or beauty company in New York City. Karlie simply plays the role of that dream."

#### Lip and skincare

Este Lauder's three-piece lip care collection is strategic, as consumers are increasingly looking for cosmetics that pull double-duty and also improve their skin.

NPD Group's "2018 Makeup In-Depth Consumer Report" found that nine in 10 U.S. women that use makeup have applied cosmetics infused with skincare. Consumers are taking a more proactive approach to beauty, looking for products that will help them achieve healthier skin instead of using makeup as a means to conceal issues.

Compared to previous years, more consumers are also using products to feel younger or achieve more confidence ([see story](#)).

A boost in skincare sales helped beauty group Este Lauder Companies' quarterly sales top \$4 billion for the first time in the second quarter of the 2019 fiscal year.

Este Lauder's revenues grew 7 percent year-over-year in the three months ended Dec. 31, and skincare outperformed the average with 16 percent sales growth. Other areas of growth surrounded the flagship Este Lauder brand, niche fragrances, online and travel retail.

Skincare was the largest category by sales volume, with net sales of \$1.73 billion. Following skincare was makeup, with net sales of \$1.56 billion ([see story](#)).

"Skincare is a big category in beauty," Mr. Zeidan said. "Every woman that cares for her wellbeing and physical appearance will invest in the right product and brand to keep a healthy, positive-looking skin at all times."