

FRAGRANCE AND PERSONAL CARE

## Estée Lauder freshens up skincare collection with Kith

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*The Estée Lauder x Kith collection retails for \$145. Image credit: Kith*

By SARAH RAMIREZ

Beauty brand Estée Lauder is launching a limited-edition skincare collection with streetwear retailer Kith as the classic cosmetics label continues its push towards younger consumers.

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Estée Lauder is refreshing its original logo for the co-branded collection, which also marks Kith's first effort in the beauty space. Leaning into minimalism with sleek, modern packaging, Estée Lauder's skincare kit balances the brand's heritage with a trendier aesthetic.

"The starting point for this collaboration was celebrating women's beauty which is at the heart of our brand philosophy," said Stephane de La Faverie, global brand president at **Estée Lauder**, New York. "Our founder Estée Lauder believed that every woman can be beautiful and this collaboration pays tribute to the strength and beauty of women.

"[Kith founder Ronnie Fieg] is a master storyteller who creates disruptive brand experiences for the Kith woman," he said. "Partnering with him gave us the opportunity to share our founder Estée Lauder's inspiring story with a new consumer through a new lens."

Gilded collection

The Estée Lauder x Kith release is limited to five of the beauty brand's all-time best-sellers.

This collection is branded "Just You," a play on Kith's "Just Us" slogan that also underscores the importance of natural beauty, an emerging movement embraced by younger consumers.



*The Estée Lauder x Kith collaboration spotlights natural beauty. Image credit: Estée Lauder*

Promotional images, shot by photographer Philippe Salomon, feature models of fair and medium skin with glowing “no makeup” makeup looks.

Included in the set are Estée Lauder’s Advanced Night Repair serum, the Micro Essence Aquaceutical Mist, the Revitalization Supreme anti-aging cream, the Perfectly Clean foam cleanser and the Lip Conditioner lip balm.

The cosmetics packaging includes the beauty brand’s logo from 1946, plus a Kith label in gold. The lip balm comes in a gold, vintage-inspired tube.

For a modern touch, the kit includes a white canvas bag and a travel-size mirror, all within a transparent lucite train case with gold hardware and the Kith logo.



*Estée Lauder’s original logo is featured on the updated products. Image credit: Kith*

Kith has previously turned to limited-edition collaborations with fashion labels to grow its business. Mostly recently, the streetwear label and Italian fashion label Versace worked together for a collaborative collection.

The 100 co-branded pieces drew from silhouettes designed by Kith and featured fabrics sourced by Versace, combining both of their aesthetics. For the joint venture, the Versace Medusa logo was given its first redesign, with the Kith brand name covering the mythical figure’s eyes ([see story](#)).

#### Skincare boost

With skincare products at the core of Estée Lauder’s business, it is no wonder that the brand is sharing beloved products in its partnership with Kith.

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

The flagship Estée Lauder brand saw growth across all regions. It was also one of the main brands driving skincare sales ([see story](#)).

Estée Lauder’s most recent cosmetics campaign also turned to a millennial supermodel for a youthful and playful approach.

Model Karlie Kloss starred in the brand's new film for its new lip care collection, portraying several characters in the waiting room at a "lip spa." Estée Lauder's Pure Color Envy Lip Care Collection combines cosmetics with skincare benefits, a trend that has been gaining steam in recent years ([see story](#)).

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