

FRAGRANCE AND PERSONAL CARE

Este Lauder promotes Bari Seiden-Young to lead CSR communications

April 15, 2019



Este Lauder's Pure Color Love lipsticks. Image credit Este Lauder

By STAFF REPORTS

Beauty group Este Lauder Companies has promoted Bari Seiden-Young to senior vice president, global corporate communications, citizenship and sustainability, a role that will involve continuing to oversee the firm's Breast Cancer Campaign.

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

Ms. Seiden-Young has been with the group since 2001, and was most recently vice president of global corporate communications. In her new position, she will head up communications for Este Lauder's Global Corporate Citizenship and Sustainability (GCCS) organization, helping to raise awareness for the company's corporate responsibility and enhance its reputation.

Cause communications

Ms. Seiden-Young began at Este Lauder almost two decades ago as vice president, global communications overseeing the division that included Aramis and designer fragrances.

Later, the executive worked on brands including La Mer and Bobbi Brown.

Since 2010, Ms. Seiden-Young has headed The Este Lauder Companies' Breast Cancer Campaign and Lauder family communications. Over the years, she has helped to shape the corporate image of Este Lauder.

This new role will expand the executive's oversight to the company's other CSR efforts. Este Lauder is also looking to better tell its story, tasking Ms. Seiden-Young with using the archives to tell stakeholders about the company's history.



Bari Seiden-Young. Image courtesy of Este Lauder Companies

Ms. Seiden-Young will report to both executive vice president of global communications Alexandra Trower and senior vice president of global corporate citizenship and sustainability Nancy Mahon.

"I am thrilled that Bari Seiden-Young will be leading our citizenship and sustainability communications," Ms. Trower said. "Bari's expertise and deep understanding of The Este Lauder Companies' commitment to giving back in the communities where we live and work make her ideally suited to take on this expanded role."

Este Lauder Companies centered its latest push in the fight against breast cancer on a significant statistic, looking to build a sense of urgency around the cause.

In honor of Breast Cancer Awareness Month, the company's brands joined forces on a campaign that spanned social media, out-of-home displays and in-store activations, telling consumers it is #TimeToEndBreastCancer. Rather than simply starting a conversation around the topic, Este Lauder's campaign aimed to inspire consumer actions towards eradicating the disease ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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