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FRAGRANCE AND PERSONAL CARE

Este Lauder spotlights skincare as sales surge

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Este Lauder's #The Nightls Yours focuses on skincare. Image credit: Este Lauder

By STAFF REPORTS

Beauty marketer Este Lauder is putting the focus on nighttime rituals with a new campaign centered on evening skincare and makeup.



#TheNightlsYours features tips and techniques to achieve a glam going out look or a spa-style night in. Through a dedicated hub on its Web site and user-generated content, Este Lauder is aiming to position itself as the go-to for nighttime skin renewal.

Skincare series

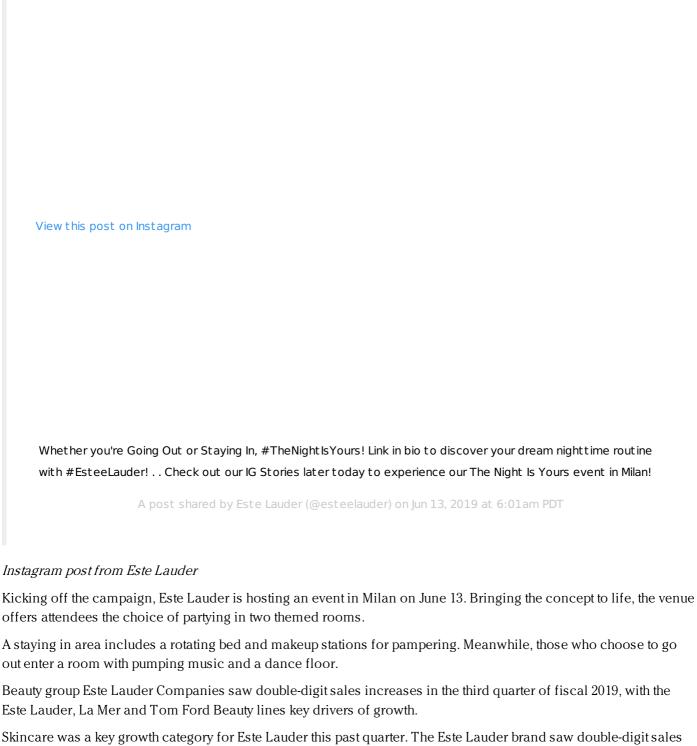
Este Lauder's page asks consumers about their plans, directing them to content about evening makeup or skincare.

For nights in, the hub focuses on products such as Advanced Night Repair. Peppered with facts about free radicals and overnight skin renewal, the site also offers a how-to guide for a mini facial and a quiz about sleep.

Videos also show application suggestions for wet or dry skin.

The going out side of the hub also spotlights the serum, but incorporates color cosmetics.

Consumers are shown how to mix Este Lauder's Double Wear foundation with Advanced Night Repair to change the level of the makeup's coverage. While the going out ideas promote cosmetics, they are still centered on the benefits of Este Lauder's skincare, taking the products outside of the house.



offers attendees the choice of partying in two themed rooms.

Este Lauder, La Mer and Tom Ford Beauty lines key drivers of growth.

Skincare was a key growth category for Este Lauder this past quarter. The Este Lauder brand saw double-digit sales growth in skincare across most regions and retail channels, led by its existing collection (see story).

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