

FRAGRANCE AND PERSONAL CARE

Esté Lauder spotlights skincare as sales surge

June 13, 2019



Esté Lauder's #TheNightIsYours focuses on skincare. Image credit: Esté Lauder

By STAFF REPORTS

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

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#TheNightIsYours 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, Esté Lauder is aiming to position itself as the go-to for nighttime skin renewal.

Skincare series

Esté 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 Esté 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 Esté Lauder's skincare, taking the products outside of the house.

[View this post on Instagram](#)

Whether you're Going Out or Staying In, #TheNightIsYours! Link in bio to discover your dream nighttime routine with #EsteeLauder! . . Check out our IG Stories later today to experience our The Night Is Yours event in Milan!

A post shared by Este Lauder (@esteelauder) on Jun 13, 2019 at 6:01am PDT

Instagram post from Este Lauder

Kicking off the campaign, Este Lauder is hosting an event in Milan on June 13. Bringing the concept to life, the venue offers attendees the choice of partying in two themed rooms.

A staying in area includes a rotating bed and makeup stations for pampering. Meanwhile, those who choose to go out enter a room with pumping music and a dance floor.

Beauty group Este Lauder Companies saw double-digit sales increases in the third quarter of fiscal 2019, with the 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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