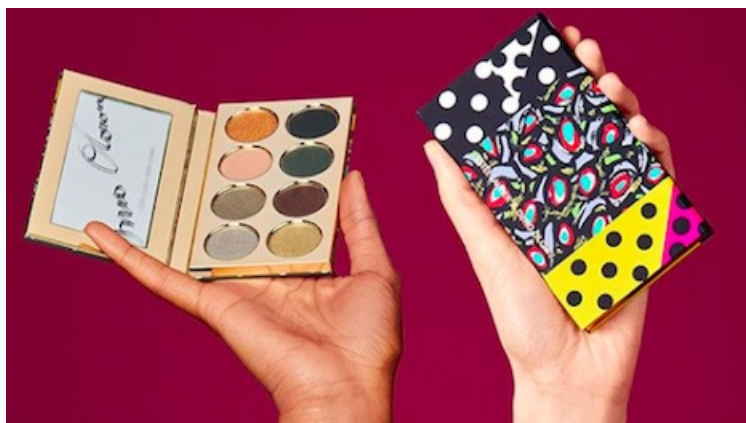


FRAGRANCE AND PERSONAL CARE

Esté Lauder gives cosmetics a fashion touch with collaboration

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Esté Lauder tapped Duro Olowu for a collaboration. Image credit: Esté Lauder

By STAFF REPORTS

Beauty label Esté Lauder is working with designer Duro Olowu to give its products a makeover.

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Mr. Olowu wrapped Esté Lauder packaging in a collage of prints, bringing a colorful touch to cosmetics. Limited-edition tie-ups give beauty brands the opportunity to spur purchases without changing up trusted formulas.

Beauty meets fashion

Mr. Olowu was born in Nigeria and now resides and works in London. He is known for mixing textiles in inventive ways.

The designer has brought this perspective to Esté Lauder, creating packaging that blends polka dots and abstract prints.

Mr. Olowu's limited-edition line includes eye shadow palettes, lipsticks and eye pencils.

Celebrating the collection, Esté Lauder filmed model Anok Yai visiting Mr. Olowu at his studio. The designer has Ms. Yai try on a dress while discussing his "hip yet elegant" inspiration for the packaging.

Esté Lauder x Duro Olowu

Collaborations allow beauty brands to shake up their normal marketing and look without a long-term commitment.

Esté Lauder recently launched a limited-edition skincare collection with streetwear retailer Kith as the classic cosmetics label continues its push towards younger consumers.

The beauty brand refreshed its original logo for the co-branded collection, which also marked Kith's first effort in the beauty space. Leaning into minimalism with sleek, modern packaging, Esté Lauder's skincare kit balanced the brand's heritage with a trendier aesthetic ([see story](#)).

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