

FRAGRANCE AND PERSONAL CARE

## Esté Lauder shares global glimpses of love for fragrance launch

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*Esté Lauder is sharing wedding moments from around the world to celebrate its newest scent. Image credit: Esté Lauder*

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By STAFF REPORTS

Beauty brand Esté Lauder is celebrating the launch of its newest Beautiful Belle scent through a collaboration with Love Stories TV.

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Love Stories TV, a platform that showcases original content from real weddings, created a film to tout Esté Lauder's new Beautiful Belle Love fragrance. The 60-second vignette, which shows romantic moments from couples around the world, is an authentic addition to the beauty brand's #LoveBreaksAllRules user-generated content push.

"We know from our audience that personal stories and authentic content matters to them," said Rachel Jo Silver, founder/CEO at Love Stories TV, in a statement. "For its Beautiful Belle Love fragrance launch, the Esté Lauder team gave us a difficult job: to pick some of our favorite moments of unique brides from our library of thousands of beautiful wedding films."

### Sharing love stories

Esté Lauder launched its Beautiful line in 1985 with brides in mind, intending for the fragrance to be worn during a woman's wedding day.

The Beautiful Belle Love Eau de Parfum offers a global interpretation of this idea. It combines notes representative of the four corners of the world: French sage and Turkish rose from the north; notes of amber and almond from the east; vanilla and patchouli capture the south and for the west, musk and orange blossom honey are included.

*Esté Lauder asked Love Stories TV to create a film for the Beautiful Belle Love fragrance*

Similarly, the short from Love Stories TV shares glimpses of wedding ceremonies across the globe. One sweeping scene shows a bride and groom in the middle of the desert, while another shot features a bride preparing for her traditional Japanese wedding.

Further celebrating diversity, LGBT and multicultural couples also appear in "Love Stories."

For last year's launch of Beautiful Belle Eau de Parfum, Esté Lauder changed the definition of what a belle means to something unique that breaks tradition.

In an advertisement that featured model and brand ambassador Grace Elizabeth for the first time, Esté showed her shedding a girly image for a feminine edge. Esté Lauder's film ended with the phrase, "Love breaks all rules" ([see story](#)).