

FRAGRANCE AND PERSONAL CARE

## Estée Lauder promotes self-care in upbeat ad campaign featuring Broadway star

October 27, 2020



*Vogue and Estée Lauder present new ad campaigns featuring Danielle Brooks. Image credit: Estée Lauder*

By NORA HOWE

Beauty brand Estée Lauder has tapped American singer and actor Danielle Brooks to introduce the label's night care serum in a campaign emphasizing self-care.

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The serum was first introduced in 1982 as the first product on the market to incorporate hyaluronic acid and now the cosmetics company has teamed up with *Vogue* and the "Orange Is The New Black" actress to promote the newest edition of its renowned product. As the physical and emotional effects of the pandemic become more apparent, there has been a larger shift toward skincare and wellness within the beauty industry.

### Presenting self-care

In the first installment of the campaign, *Vogue* and Estée Lauder present "The Joy of Cancelled Plans" featuring "The Color Purple" actress getting ready for a virtual night in with her friends. Ms. Brooks discovers she mixed up the dates and did all of her makeup for the wrong night.

Immediately, however, she realizes that she has just earned a night to herself where she will inevitably "pamper her skin" with Estée Lauder's Advanced Night Repair Serum.

Set to a smooth jazz score, the video ad is calm yet vibrant.

Ms. Brooks lounges on a green velvet chaise while wearing a fuchsia robe, which pop against a lush, plant-filled green backdrop. Each element working together creates an environment of comfort and self-love.

### *Estée Lauder Joy of Cancelled Plans with Danielle Brooks*

The second installment "Skintervention" features Ms. Brooks in a blue dress, resting on a white leather lounge chair. She begins talking about her typical packing strategy for weekend getaways, confessing that she may be guilty of over-packing.

When it comes to packing skincare, though, she explains that all she needs is Estée Lauder's Advanced Night Repair Serum. In the end, she reveals she is not actually going anywhere, but hopes to travel soon a relatable nod to

consumers who are still staying close to home.

Set to a bossa nova-type score, the ad is quirky and upbeat and could imply that one does not necessarily need to travel someplace tropical to take care of themselves.

### *Este LauderSkintervention with Danielle Brooks*

As a beloved television and Broadway actress, Ms. Brooks is an influencer that many recognize and respect.

Especially in the current social and political climate, it is important for brands to diversify their messaging and champion the talent of BIPOC women. The ads with Ms. Brooks have garnered a combined 100,000 views on Este Lauder's YouTube page, well above the brand's usual viewership.

Skincare is the new self-care

In the face of such distress, well-being has been a theme of luxury as the pandemic has taken an emotional and physical toll on people. Brands across the beauty and personal care sector have started focusing their products and services on self-care and wellness.

French fashion house Christian Dior is taking beauty more than skin deep in a skincare campaign that centers on physical and mental health. To promote its Capture Totale C.E.L.L. Energy, Dior tapped supermodel Gisele Bündchen to share her lessons about achieving a sense of well-being that extends to conscious skincare. Increasingly, beauty and wellness have been converging as consumers take a more holistic and naturally based approach to caring for their skin ([see story](#)).

On Oct. 21, Beauty Made in Italy, a program that aims to promote Italian beauty products and brands to the U.S. market and consumer, hosted a virtual panel discussion focusing on the impact of the coronavirus on the Italian beauty industry. The hour-long virtual panel featured industry experts who stressed the importance of adaptability as well as reframing the culture of cosmetics as a culture of personal care and hygiene ([see story](#)).