

FRAGRANCE AND PERSONAL CARE

Estee Lauder names Ana de Armas new global ambassador

February 26, 2021



Golden Globe Award-nominated actress Ana de Armas is the latest global ambassador for Estee Lauder. Image courtesy of Estee Lauder

By LUXURY DAILY NEWS SERVICE

Beauty brand Estee Lauder has announced actress Ana de Armas as a new global brand ambassador in its latest push for storytelling and representation.

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Ms. de Armas is a Golden Globe Award-nominated actress who grew up in Cuba. The beauty brand believes that her story of hard work and accomplishment will connect with consumers.

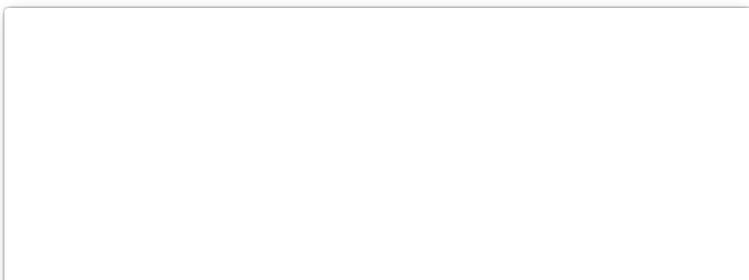
"We are thrilled to welcome Ana to the Estee Lauder brand," said Stphane de La Faverie, global president of Estee Lauder, in a statement. "Her story of overcoming barriers to achieve her dreams and become an accomplished actress is inspiring to women around the world, and her talent, warmth and beauty will bring a new energy to the brand."

Ana and Estee

Ms. de Armas will be featured in campaigns across digital, television, in-store and print. Her first campaign for the brand will be for a new fragrance being released in March 2021.

The actress joins the ranks of current Estee Lauder talent including Anok Yai, Bianca Brandolini, Carolyn Murphy and others. The actress has expressed how her values have aligned with the beauty brand.

"I am honored to represent such an iconic brand," Ms. de Armas said in a statement. "Growing up in Cuba, I really admire and connect with the story of Mrs. Estee Lauder."



[View this post on Instagram](#)

A post shared by Estee Lauder (@esteelauder)

Estee Lauder introduced Ana de Armas on social media

"She understood that you have to work hard to turn your dreams into a reality," she said. "I am proud to become part of that legacy and share her story."

Este Lauder continues to find innovative ways for storytelling, from ambassadors to unique partnerships.

Este Lauder was the first beauty label in space with the help of NASA and the International Space Station. Through a unique sponsorship of the space program, the brand's New Advanced Night Repair serum will be photographed among the stars for a social media program ([see story](#)).

Last fall, Ms. de Armas became the first celebrity ambassador for the Natural Diamond Council. She appeared in a print and video campaign emphasizing how diamond gifts can be more than a token of romantic love ([see story](#)).

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