

FRAGRANCE AND PERSONAL CARE

Estée Lauder shares fresh spring romance in fragrance effort

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Ana de Armas for Estée Lauder. Image credit: Estée Lauder

By SARAH RAMIREZ

Beauty label Estée Lauder is playing up its romantic side in an escapist film for its newest fragrance release featuring its newest ambassador.

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Actor Ana de Armas stars in the campaign for the Beautiful Magnolia fragrance in her debut as the new global ambassador for Estée Lauder. The beauty label manages to offer a refreshing respite while touching on themes familiar in fragrance efforts.

"There is a decisive departure from current times and many of the advertisements we are seeing currently," said Sheri Koetting, founder and creative director of [MSLK](#), New York. "There is a carefree feeling of escape and it seems to capture the essence of where we all want to be this spring.

"The campaign reflects the clean and fresh spirit of Estée Lauder as a whole," she said.

Spring fling

The film opens with Ms. de Armas in front of a blooming magnolia tree, before transitioning to a glamorous and sun-drenched Los Angeles apartment.

Through a montage, the vignette shows casual and intimate moments between Ms. de Armas and her suitor. They laugh on the couch together and share a sweet dance in the morning light.

This is the first campaign with Ana de Armas since she was named a global ambassador for Estée Lauder

There are some more glamorous moments as well, as the couple jumps into a pool fully dressed up. In another scene, they run along the beach her wearing a shimmering gown from an earlier shot, and him wearing a slim-cut suit.

An upbeat, jazz-inspired song adds to the romantic and sophisticated energy of the film.

"You're the stars in the sky," the male singer croons. "You shine so bright."

The film ends with Ms. de Armas inhaling the scent of a magnolia. The flowering tree pops up against a bright blue

sky.

"Dare to love," Ms. de Armas says in a voiceover.



Beautiful Magnolia is a sisterscent to Beautiful Belle. Image credit: Este Lauder

Described by Este Lauder as a feminine scent, the Beautiful Magnolia eau de parfum has notes of magnolia, Turkish rose and sandalwood. Its bottle has the same shape as the Beautiful Belle fragrance, with smooth glass folds and a crystal top with a silver infinity ring rather than the gold infinity ring of its sister scent.

For a more personalized touch, shoppers can also choose to have the perfume bottle engraved. Este Lauder also offers auto-replenishment options, ensuring that consumers will receive another bottle and will not have to go without their favorite fragrance.

Beauty ambassadors

Beautiful Magnolia is compliment to Beautiful Belle, an eau de parfum Este Lauder introduced in 2018.

For the launch of Beautiful Belle, the beauty label tapped model and brand ambassador Grace Elizabeth. That campaign film aimed to change the definition of what a belle means to something unique that breaks tradition, with the tagline "Love breaks all rules" ([see story](#)).

Este Lauder announced Ms. de Armas as a new global brand ambassador last month, joining current Estee Lauder talent including Anok Yai, Bianca Brandolini, Carolyn Murphy and others. Ms. de Armas will be featured in campaigns across digital, television, in-store and print ([see story](#)).

"Ana de Armas is a multicultural, global celebrity, who reflects the sophistication and healthy lifestyle Es Este Lauder is seeking to convey," Ms. Koetting said. "She is the embodiment of natural beauty and evokes the beauty radiating from within that we all strive to achieve."

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