

FRAGRANCE AND PERSONAL CARE

Estée Lauder joins QVC omnichannel network

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Advanced Night Repair serum. Image credit: QVC

By LUXURY DAILY NEWS SERVICE

Beauty brand Estée Lauder is joining QVC's multiplatform shopping ecosystem a year after its successful ecommerce launch.

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The brand will be featured across all QVC U.S. platforms, which reach 94 million homes through three broadcast channels and millions more through streaming services, social pages, two mobile apps and its website. Estée Lauder is celebrating its 75th anniversary this year and will begin distribution on QVC this month.

"We are thrilled to be launching our first on-air QVC broadcast," said Claudia Benshimol, senior vice president and general manager of Estée Lauder and Aerin Beauty, North America, in a statement. "QVC offers us opportunities to deliver the Estée Lauder high-touch experience across all touchpoints including online, digital as well as broadcast an approach that is key for relevance within the modern consumer landscape.

"We are always seeking new distribution opportunities to ensure we are meeting the consumer where she is, and to be able to expand our business during a difficult U.S. retail market is something we are very proud of," she said.

Expanding reach

Estée Lauder's March 16 premiere on-air and across all digital platforms will feature a Today's Special Value (TSV) including the Advanced Night Repair Synchronized Multi-Recovery Complex serum, along with the Advanced Night Repair Eye Concentrate Matrix serum.



Este Lauder beauty and skincare products are now available through QVC channels. Image credit: QVC

Este Lauder's product assortment on QVC will be expanded to include skincare, makeup and fragrance.

Maggie Turner, executive director of education, special events and artistry for Este Lauder and Aerin Beauty, U.S., will present the brand on-air, demonstrating the products and sharing tips and tricks for achieving the most results.

QVC offers brands platforms to reach large audiences of highly engaged shoppers everywhere they are and explain how a product solves a problem or fills a need.

In November, New York-based fashion designer Jason Wu teamed up with QVC to create a size-inclusive collection. The J Jason Wu collection launched Nov. 11 at QVC.com and on the QVC apps and features all items in sizes 5X through XXS.

The Taiwanese-Canadian designer made his first-ever live QVC appearance on Nov. 13 and shared the inspiration for his collection, giving viewers and fans an inside look at how it all came together ([see story](#)).

Este Lauder is available to shop on [QVC.com](#) and through the QVC apps and will premiere on QVC on March 16 at 9 p.m. EST. Este Lauder items are also available through QVC UK.

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