

FRAGRANCE AND PERSONAL CARE

Este Lauder launches Uber delivery partnership

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Shoppers can now order from Jo Malone London on Uber Eats or Postmates. Image credit: Jo Malone London

By LUXURY DAILY NEWS SERVICE

Beauty group Este Lauder Companies is partnering with Uber for same-day delivery on products from select brands.

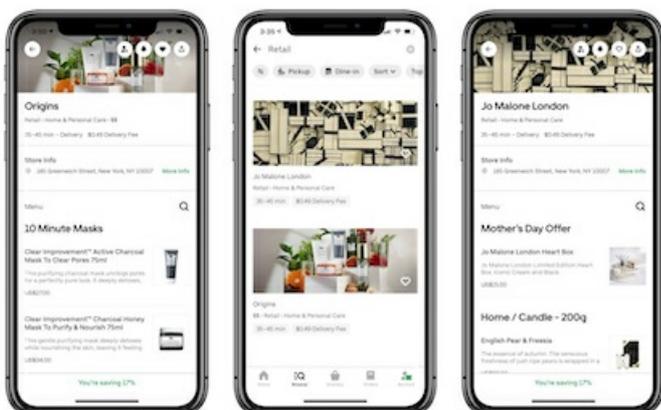
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Shoppers can now use the mobile apps Uber Eats or Postmates to order fragrances, candles, lotions, skincare, gift sets and more from Este Lauder's Jo Malone London and Origins brands. This is the latest effort from Este Lauder to expand ecommerce and omnichannel offerings.

Beauty delivery

At the start of the COVID-19 pandemic, Este Lauder began informally using Postmates drivers for last-mile deliveries. This allowed the company to turn its shuttered stores into micro-fulfillment centers, with messengers delivering in-store inventory to nearby customers waiting for delayed orders ([see story](#)).

"The past year [has] accelerated this notion of the get anything' portion of [Uber's] business," said Julie Kim, global head of membership at Uber, in a statement to *Women's Wear Daily*. "Having a partnership like Este Lauder, which is the first of its kind in the Uber Eats app, makes a lot of natural sense."



Uber's delivery business has seen strong growth during the pandemic. Image credit: Uber

The partnership, the first between Uber and a beauty brand, launched in time for Mother's Day, offering fast delivery for any last-minute gifts.

Shoppers can order from more than 60 stores across the United States, with delivery fees up to \$5.00, as with food orders.

For the third quarter ended March 31, Este Lauder Companies has reported net sales of \$3.86 billion, a \$510 million increase year-over-year. Online sales grew double digits in the Americas, offsetting declines in bricks-and-mortar stores ([see story](#)).

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