

FRAGRANCE AND PERSONAL CARE

Esté Lauder Cos. marks equality efforts for Pride Month, beyond

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Esté Lauder Companies employees celebrating Pride in 2019. Image courtesy of Esté Lauder Companies

By LUXURY DAILY NEWS SERVICE

Beauty group Esté Lauder Companies is beginning Pride Month with a celebration of LGBTQIA+ activism and community, while also ruminating on progress to be made.

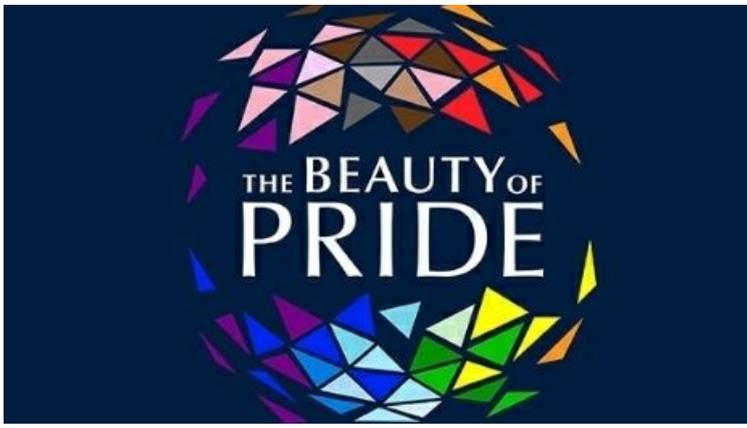
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The group, in partnership with wELCome, the group's LGBTQIA+ employee resource group, is continuing to work together to cultivate and promote an inclusive, caring and compassionate workplace during Pride Month and beyond. This is the 12th year that Esté Lauder Companies has been recognized as a "Best Place to Work for LGBTQ Equality" with a 100 score on the Human Rights Campaign 2021 Corporate Equality Index (CEI).

Acknowledging challenge while maintaining hope

The beauty group and wELCome are noting immense excitement in celebrating Pride Month, but also feel it is imperative to acknowledge the challenges that LGBTQIA+ people are still facing.

Esté Lauder Cos. recognizes that 2021 has served as a record-breaking year for anti-transgender legislation in the United States and anti-transgender violence globally. According to a report published by the Human Rights Campaign, more than 100 bills restricting the rights of transgender individuals, specifically transgender children, have been introduced across 33 U.S. states.



The beauty group is pledging support for the LGBTQIA+ community during Pride Month and beyond. Image courtesy of Este Lauder Companies

Este Lauder Cos. is emphasizing that it stands with its transgender and non-binary employees and their family members, consumers and partners, actively denouncing the rise in oppressive legislation, discrimination and violence against the LGBTQIA+ community globally.

The beauty group is also ruminating on a hopeful time of increased visibility and positive representation of trans people in mainstream film and television, magazines, the business world and beyond. Este Lauder is continuing to express a clear stance on social inequities and dedication to seeking inclusion, diversity and equity among its employees and the greater world at large.

Earlier this year, wELCome developed the ELC Pride 365 Program, an internal initiative designed to advocate for LGBTQIA+ equality all year beyond Pride Month. Through this, wELCome has presented a series of intersectional events to highlight firsthand accounts and reflections from LGBTQIA+ people about their experiences.

In celebration of Pride Month this year, the beauty group will host internal events global and locally, with opportunities for employees to gather virtually and bask in community.

Other groups and retailers are actively working with the Human Rights Campaign to celebrate Pride Month and beyond.

U.S. retail group Neiman Marcus Group is introducing several corporate and store programs to mark Pride Month this year.

The "Celebrating Pride, Supporting LGBTQ Futures" campaign is focused on awareness, education and support for the community. Both Bergdorf Goodman and Neiman Marcus are participating in several initiatives ([see story](#)).

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