

FRAGRANCE AND PERSONAL CARE

## Este Lauder adds rising star to ambassador lineup

June 3, 2021



*Adut Akech is joining the Este Lauder family. Image credit: Este Lauder*

By LUXURY DAILY NEWS SERVICE

Beauty brand Este Lauder is welcoming model Adut Akech to its diverse roster of global brand ambassadors.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The South Sudanese native joins a group including Ana de Armas, Anok Yai, Karlie Kloss, Kki and Yang Mi. She will make her campaign debut for Este Lauder next month.

"Adut is one of fashion's biggest and most influential stars," said Stéphane de La Faverie, group president at The Este Lauder Companies and global brand president at Este Lauder and AERIN, in a statement. "We believe her incredible story, personality and beauty will help us continue to inspire and connect with our consumers and establish her as a beauty icon of her generation."

Global star

Only 21 years old, Ms. Akech has shot campaigns for Bottega Veneta, Chanel, Fendi, Givenchy, Marc Jacobs, Moschino, Saint Laurent, Valentino and Versace. She has also appeared on covers and in editorials for several editions of Vogue.

Ms. Akech spent her early years as a refugee before her family emigrated to Australia, where she was signed by a modeling agency. The experience has led her to work with the United Nations High Commissioner for Refugees (UNHCR), promoting causes that support refugees around the world.

*Adut Akech's debut for Este Lauder will be in July 2021*

As a brand ambassador for Este Lauder, Ms. Akech will appear in makeup and skincare campaigns across digital, in-store, television and print.

"To be part of the Este Lauder family is a dream come true," Ms. Akech said in a statement. "Este Lauder has such an amazing heritage, and the story of Mrs. Este Lauder continues to be an inspiration to women around the world.

"Like her, I hope to inspire girls everywhere to never give up on following their dreams," she said.

In February, Este Lauder announced Ms. de Armas as a new global brand ambassador in another latest push for

storytelling and representation. The following month, the Cuban actress starred in the campaign for the Beautiful Magnolia fragrance in her debut for the brand ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.