

FRAGRANCE AND PERSONAL CARE

Estée Lauder names Amanda Gorman global changemaker

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Amanda Gorman is represented by IMG Models and has also appeared at the Super Bowl and in Vogue. Image credit: Estée Lauder

By LUXURY DAILY NEWS SERVICE

U.S. beauty group the Estée Lauder Companies and its flagship brand have revealed a new multiyear partnership with American poet and writer Amanda Gorman.

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Ms. Gorman, the inaugural National Youth Poet Laureate in 2017, rose to prominence when she recited her poem "The Hill We Climb" at the inauguration of U.S. President Joe Biden in January 2021. Estée Lauder has named Ms. Gorman a global "changemaker" and support a new literacy initiative as the group continues addressing racial equity issues.

"Amanda embodies a new generation and demonstrates the importance and influence of voice," said Fabrizio Freda, president and CEO at The Estée Lauder Companies, in a statement.

"As a company, we are committed to nurturing the leaders and talent of the future, empowering them to use their voices and to use them loudly," he said. "We are thrilled to partner with Amanda as we embark on this collective journey to strengthen our commitment to girls' education, helping provide the skills needed to be heard around the globe."

Leading the change

The three-year deal with Ms. Gorman marks the first integrated partnership by the Estée Lauder Cos. and the Estée Lauder brand.

Ms. Gorman, who was announced as Estée Lauder's first global changemaker on social media, will begin appearing in campaigns for the beauty label in spring 2022.

Additionally, the poet and Estée Lauder Cos. will collaborate on the launch of Writing Change, a new initiative to advance literacy as a path to equality, access and social change.



[View this post on Instagram](#)

A post shared by Estee Lauder (@esteelauder)

Amanda Gorman will appear in future Estee Lauder campaigns

"Our company was founded by an extraordinary woman, Estee Lauder, who paved the way for women everywhere to believe anything is possible," said Jane Hertzmark Hudis, executive group president at the Estee Lauder Cos., in a statement. "Our first of its kind partnership with Amanda was created under these very same trailblazing ideals.

"Amanda's powerful presence and inspirational voice brings hope and confidence to the next generation of leaders," she said. "Together, we will create real and meaningful impact through literacy, voice and self-expression."

The beauty group will contribute \$3 million over three years to support the initiative, which is strongly aligned with the Estee Lauder Companies Charitable Foundation, which focuses on supporting women and girls through health, education and environmental initiatives to strengthen diverse communities around the globe.

"I am honored to partner with the Estee Lauder Companies to activate change through literacy, and to represent a brand founded by such an inspiring and daring woman," Ms. Gorman said in a statement.

"Mrs. Estee Lauder shattered glass ceilings as a leader in business 75 years ago," she said. "Embracing this spirit, I am delighted that our partnership will help inspire women, girls and all people around the world to do great things, to disrupt, to be confident and to be future leaders in whatever path they take."

In a progress update shared with group employees this June, Estee Lauder Cos. disclosed corporate numbers relating to hiring, education and other efforts as it works to become a more equitable organization.

The group has set benchmarks and commitments relating to learning, talent, representation, suppliers and investment. Estee Lauder is also looking to accelerate creative partnerships, expand the group's network of Black artists and encourage the development of concepts and creative that will engage Black consumers ([see story](#)).