

FRAGRANCE AND PERSONAL CARE

Esté Lauder's Maiah Martin: Luxury Woman to Watch 2022

November 11, 2021



Maiah Martin

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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

Here is one honoree:

Maiah Martin

Director for consumer engagement

Esté Lauder Companies and **Aerin Beauty North America**

New York

"Riding the wave of a trend is table-stakes in beauty. The real goal is to be ahead of the curve"

What do you most like about your job?

What I enjoy most about my job is having a seat at the table and using it to challenge the status quo.

Working on a successful legacy brand, often times there's an air of "if it isn't broken, don't fix it." However, the beauty industry and consumer wants/needs are ever-evolving and that drives me to be a champion of change.

I love pushing boundaries, testing new go-to-market approaches to remain relevant with loyal customers, while also appealing to new audiences to help drive business growth.

What is the biggest challenge in your work?

Maneuvering through extensive processes is the biggest challenge I face within my line of work.

There are guidelines and guardrails appended to everything, ultimately making it difficult to action things in a turnkey manner.

Riding the wave of a trend is table-stakes in beauty. The real goal is to be ahead of the curve and, unfortunately, lengthy processes or hesitation to act can equate to missing an opportunity.

What is your work priority for 2022?

I have three core work priorities for 2022 and those are to drive disruption in the beauty space, increase inclusivity and desirability amongst multicultural audiences, and expand on personalization tactics.

Each of these is top of mind for all that I do in the upcoming year.

What is your proudest achievement in luxury?

My proudest achievement in luxury is helping bring Este Lauder to Essence Fest as means to drive real brand connection with Black women.

Being the first luxury brand to activate at what has been deemed the "Super Bowl of Marketing for Black Women" by *Ad Age* is a highlight within my career.

Since then, I've proudly worked both behind the scenes and in front of the camera for the brands activations the last two years, thus continuing to drive resonance with my community.

How do you see luxury evolving in 2022?

In 2022 and beyond I see the face of luxury changing.

Luxury has historically been guarded by gatekeepers, dictating what/who is deemed luxury or aligns with a luxury image.

To thrive, the industry cannot afford to move in this manner. It must shift with the culture, and I look forward to not only watching, but being part of this evolution.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)

© 2021 Napean LLC. All rights reserved.

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