

FRAGRANCE AND PERSONAL CARE

Este Lauder recognizes AAPI community with inclusive program

May 2, 2022



Asian Pacific American Heritage Month is celebrated throughout May in the United States. Image credit: Asian Pacific American Heritage

By LUXURY DAILY NEWS SERVICE

Beauty group Este Lauder Companies is celebrating Asian Pacific American Heritage Month (APAHM) by honoring members of the Asian American and Pacific Islander (AAPI) community.

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Since 1992, the month of May has been formally designated as Asian Pacific American Heritage Month as a way to recognize the contributions of all AAPI individuals across art, culture, politics and science in the United States. To celebrate, Este Lauder's Asian Affinity Group (AAG) and Employee Resource Group (ERG) have developed special programming following the theme of belonging.

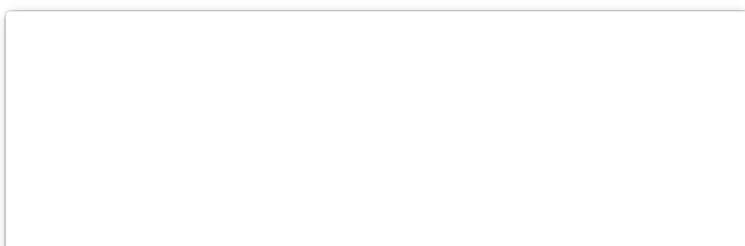
Representation matters

Over the past two years especially, the AAPI community has been subject to racially-motivated violence and rhetoric, ultimately inspiring the global #StopAsianHate movement.

Este Lauder's AAG encourages people to stand behind the AAPI community, becoming allies in joining the fight for equality and justice. The group's month-long programming also encourages members of the AAPI community to share their stories and speak up.

Throughout the month of May, brands Bobbi Brown and La Mer will sponsor a fireside chat with makeup artist Nam Vo on her relationship with identity, her path to success and the inspiration behind her viral makeup trend.

Jane Hertzmark Hudis, executive group president of Este Lauder Cos., will sponsor a discussion with influential leaders in unique industries.



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A post shared by The Estee Lauder Companies (@esteelaud...)

Throughout May, Estee Lauder will sponsor various events promoting AAPI communities

AAG and Kindred will cosponsor a wellness event with KU Project to share Hawaiian lifestyle tips ranging from fitness, health and nutrition.

Travel Retail and AAG will sponsor an engaging conversation on the topic of Asian beauty and representation with speakers based in North America and APAC to discuss their views on beauty trends around the world.

As part of the company's commitment to the Asian community, Estee Lauder will also double match all eligible employee donations through the company's internal employee giving and volunteerism platform through June 30, 2022.

Estee Lauder employees are also encouraged to donate to Welcome to Chinatown, a nonprofit organization that supports New York's Chinatown businesses and amplifies community voices that generate momentum to preserve the neighborhood.

In response to an uptick of racist crimes against Asian Americans early last year, the Council of Fashion Designers of America (CFDA) and other luxury fashion houses including Moncler, Versace and Valentino released statements of support for the community, condemning violence and hate.

Public figures, influencers and brands spoke out in an attempt to prevent future acts of violence targeted at AAPI and to ensure the safety of consumers ([see story](#)).

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