

FRAGRANCE AND PERSONAL CARE

Este Lauder recognizes Pride with employee spotlight

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Este Lauder continues in its unwavering support of the LGBTQ+ community. Image credit: Este Lauder Companies

By LUXURY DAILY NEWS SERVICE

Beauty group Este Lauder Companies is celebrating the LGBTQ+ community by asking its own employees to reflect on what pride means to them.

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The company and its LGBTQ+ community are encouraging everyone to use the month of June to reflect on the strides made for equal rights, while also celebrating what makes each of them unique. In a short video campaign produced with the company's LGBTQ+ employee resource group wELCome, employees share their thoughts on pride.

Pride in oneself

Although short in length, the video carries a powerful message about the various interpretations of pride and where the LGBTQ+ equal rights movement has led.

"When I think of pride, I think of freedom and diversity," said Melissa, an administrative assistant in the travel retail marketing division.

Christopher, the director of education in the lab series department, sees pride as celebration and progress, while Romelle, the director of product marketing at Clinique, views pride as self-love and authenticity.



Este Lauder is ranked as a "Best Place to Work for LGBTQ+ Equality." Image courtesy of Este Lauder Companies

David, assistant manager of global talent and partnership at MAC Cosmetics, says pride means belonging and inclusion. Blair, executive director of global consumer experience at La Mer, associates the term pride with the trans community and togetherness.

"Pride to me means freedom," said Kearaha, senior designer and global video editor and 360 campaign at Bumble and bumble.

Throughout the month of June, Este Lauder and wELCome will celebrate the Reunion of Pride internally with global and local events around the world and offer opportunities for employees to celebrate.

Last year marked the 12th consecutive year that the group was recognized as a "Best Place to Work for LGBTQ Equality" with a 100 score on the Human Rights Campaign 2021 Corporate Equality Index (CEI) ([see story](#)).

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