

FRAGRANCE AND PERSONAL CARE

Este Lauder launches beauty incubation program in India

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Este Lauder hopes to bring awareness to the growing Indian beauty market. Image credit: Este Lauder Companies

By LUXURY DAILY NEWS SERVICE

Beauty group Este Lauder Companies (ELC) and Indian beauty and lifestyle retailer Nykaa have announced the launch of Beauty & You to support up-and-coming Indian beauty brands.

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Created by Este Lauder's new incubation ventures department, the initiative intends to discover, spotlight and propel the next generation of Indian beauty brands. The program will support India-focused companies and entrepreneurs through a competitive application process and award model.

"With its incredibly vibrant economy and cutting-edge startup community, India represents an exciting opportunity for beauty creators and innovators," said Shana Randhava, vice president of new incubation ventures at Este Lauder Companies, in a statement.

"Our vision is for Beauty & You to harness the entrepreneurial energy in India to advance next-generation beauty brands by presenting opportunities that help put brands on a long-term, sustainable growth path," she said. "We have a responsibility to share our experiences with the next generation of founders and we hope [this] will be a catalyst for Indian entrepreneurs to fuel their passion, brand and mission."

Next-gen beauty

Beauty & You aims to help founders, innovators and creators grow their businesses by identifying goals, achieving scale ambitions and curating product portfolios that speak to new consumers in the Indian market.

Awards to both prelaunch and in-market premium beauty concepts will be announced in November 2022 based on applications submitted no later than Sept. 30, 2022.



A panel of industry experts will select award recipients later this year. Image credit: Este Lauder Companies

Award recipients will benefit from access to ELC's and Nykaa's network of relationships and expertise across the beauty industry. The program will also provide award recipients with masterclasses, financial support, mentorship, press coverage and distribution support.

A panel of entrepreneurs, industry experts and thought-leaders from the beauty, fashion, media and technology industries will help in the judging process, alongside Ms. Randhava and Anchit Naya, CEO of beauty ecommerce for Nykaa.

With the program, ELC and Nykaa hope to generate a positive impact on the beauty ecosystem and fuel the growth of the Indian premium beauty segment.

It comes just two months after Este Lauder launched the Este Lauder Emerging Leaders (ELEL) Fund, which aims to support global organizations that offer leadership development, supportive communities and advocacy for rising visionaries.

A charitable fund under The Este Lauder Companies Charitable Foundation, the brand has made an initial investment of \$1 million into the ELEL Fund ([see story](#)).

The Beauty & You website is now live and the application portal opens on Aug. 1, 2022. Applications will be accepted on a rolling basis until 11:59PM IST on Sept. 30, 2022.

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