

SOFTWARE AND TECHNOLOGY

Estee Lauder makes exclusive NFT for Decentraland's Metaverse Art Week

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A scene from Estee Lauder's Advanced Night Repair serum campaign film. Image credit: Estee Lauder

By LUXURY DAILY NEWS SERVICE

In collaboration with renowned identity designer Alex Box, U.S. beauty group Estee Lauder Companies is participating in Decentraland's Metaverse Art Week from Aug. 24 to 28.

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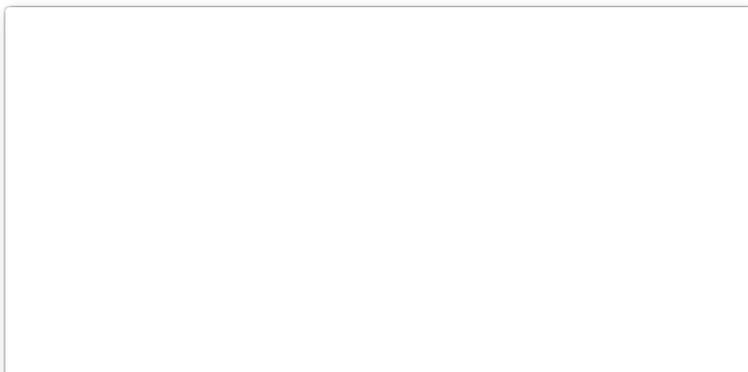
The beauty giant will debut an exclusive Proof of Attendance Protocol (POAP), a specific type of NFT that commemorates the attendance of an event. Once the POAP is claimed by Decentraland's Art Week attendees, users will receive exclusive access to upcoming Web3 activations from the Estee Lauder brand.

"We are excited to bring our signature Estee Lauder experience to art lovers and Web3 enthusiasts at Decentraland's Art Week," said Stéphane de La Faverie, global brand president of Estee Lauder & AERIN Beauty and group president of [The Estee Lauder Companies](#), in a statement.

"Innovation is at the heart of Estee Lauder and the metaverse represents a new frontier of exploration and creativity for the brand," she said. "Metaverse Art Week is a destination where Estee Lauder can fuse beauty, heritage, design and innovation in new ways and with new audiences."

Estee goes Meta

The Estee Lauder POAP is designed by Ms. Box, who is a pioneering founder of the concept of Beauty Futurism.



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A post shared by Decentraland Foundation (@decentraland_f...

A video from Decentraland promoting Metaverse Art Week

The exclusive POAP NFT can be claimed at one of three different stations within Decentraland's Art Week, including the Sculpture Garden, CashLabs Gallery and ArtNet location.

Metaverse Art Week 2022 will showcase the most cutting-edge technological innovations in the digital art space through a virtual world fair that aligns the bricks-and-mortar art world with the emerging world of Web3. Moreover, Metaverse Art Week 2022 aims to demonstrate the continued applicability of augmented and extended reality and the evolution of the visual internet.

This most recent venture into NFTs is not U.S. beauty group Este Lauder Companies' first rodeo in the Web3 space. Este Lauder recently acted as the exclusive beauty partner of Metaverse Fashion Week in March 2022, collaborating with Ms. Box to create an original wearable NFT wearable inspired by the brand's Advanced Night Repair serum.

Beauty group Este Lauder is making important strides virtually but is also expanding offline. The cosmetics brand has recently positioned itself to acquire American fashion brand Tom Ford ([see story](#)).

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