

FRAGRANCE AND PERSONAL CARE

Este Lauder restructures brand portfolio in executive switchup

September 15, 2022



Executive Group President Jane Hertzmark Hudis and Executive Group President Stphane de La Faverie will oversee two new business clusters. Image courtesy of Este Lauder

By LUXURY DAILY NEWS SERVICE

U.S. beauty group Este Lauder is attempting to optimize oversight and operations by initiating major key internal shifts.

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The company has evolved its brand portfolio into two clusters which, effective Sept. 1 of this year, sit under the purview of Executive Group President Jane Hertzmark Hudis and Stphane de La Faverie, who has been promoted to Executive Group President. In their updated roles, Ms. Hudis and Mr. de La Faverie will continue reporting directly to the company CEO.

"This evolution further positions The Este Lauder Companies' brands to win with consumers in a complex and continuously changing beauty landscape, while elevating our internal talent bench and organizational planning to position us well to deliver on the company's long-term strategy with agility," said Fabrizio Freda, President and Chief Executive Officer at [The Este Lauder Companies Inc.](#), in a statement.

"The strength of our portfolio reflects the strength of our leadership team, and this evolution leverages the track record and high potential of each leader to take our business to even greater heights in the future."

Executive beauty boosts

With this updated talent allocation, Este Lauder aims to ensure synergy and alignment across its brand portfolio, allowing leaders to hone in on the company's areas of greatest opportunity.

Moving forward, Ms. Hudis and Mr. de La Faverie will oversee Este Lauder brands' bottom lines, as well as equity and innovation, in partnership with respective Brand Presidents.

The pair will be working closely with brand and value chain leaders to drive the strategy and growth plans for the company's product categories and key subcategories, according to the holding company.



Skincare was led by double-digit growth from La Mer. Image credit: La Mer

Ms. Hudis will continue with the enterprise-wide executive leadership of the company's skin care and hair care categories, the former of which has become increasingly crucial to the firm's ability to drive growth ([see story](#)) and the latter of which the leader has already delivered a growth rate of 8 percent for, according to FY22 Q1 earnings.

Additionally, she will manage a global portfolio of heavyweights and one of Estee Lauder's newly-formed brand clusters, inclusive of Aveda, Bobbi Brown, Bumble and bumble; Clinique, Dr.Jart+, La Mer, M A C, Origins and TOM FORD BEAUTY. Marketing efforts targeting Chinese consumers also land in Ms. Hudis' domain.

Mr. de La Faverie has been promoted to a leadership post that oversees fragrance and subcategories of home, bath and body and men's skin care and grooming.

The company's second brand cluster holds AERIN Beauty, Darphin Paris, DECIEM (The Ordinary, NIOD, and Avestan), Editions de Parfums Frederic Malle, Este Lauder, Jo Malone London, KILIAN PARIS, LAB Series and Le Labo.

The executive will add California-based brands makeup brands GLAMGLOW, Smashbox and Too Faced to his lineup as well. The category was a standout for the company's latest earnings report, as makeup net sales reflected a recent fiscal recovery in western markets and a resurgence of usage, a turnaround from pandemic disruptions ([see story](#)).

According to a release, Mr. de La Faverie, who has found success in building successful global brands and is a champion of luxury positioning and aspirational brand storytelling at Estee Lauder, will also continue to drive integrated planning and end-to-end business operations enterprise-wide.

The global leader in prestige beauty, which turned 75 last year, maintains a portfolio of over 20 skin care, makeup, fragrance and hair care brands.

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