

FRAGRANCE AND PERSONAL CARE

Esté Lauder names new global lead for flagship brand

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Former La Mer executive Justin Boxford is making a lateral move toward the group's namesake. Image courtesy of The Esté Lauder Companies

By LUXURY DAILY NEWS SERVICE

U.S. beauty group Esté Lauder is continuing to bolster its executive roster.

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The cosmetics company has announced the appointment of Justin Boxford to Global Brand President of Esté Lauder. Effective Sept. 1, Mr. Boxford will be responsible for overseeing the brand's short and long-term strategy.

"Justin is a dynamic leader who brings to Esté Lauder proven prestige and luxury brand-building expertise, a deep understanding of the global business landscape and extensive background in transforming the online and omnichannel experience," said Stéphane de La Faverie, executive group president at [The Esté Lauder Companies](#), in a statement.

"His successful track record of leading teams and growing brand aspiration make him the perfect leader to continue building on the outstanding growth and strength of our flagship brand."

Igniting innovation

Now reporting to a newly-promoted Mr. de La Faverie, Mr. Boxford's lateral move across Esté Lauder entities will set its namesake brand up for success.

Luxury's global house of prestige beauty is looking to tap the principal to drive innovation, product development, North America and international expansion, consumer marketing and distribution evolution for the company's namesake.

With six years of experience as Global President of La Mer under his belt, the executive's appeal is surely tied to his track record of securing the skincare line's status as a global luxury leader. Mr. Boxford drove outstanding results and boosted net sales for the top-performing brand.

He is recognized as a champion of La Mer's purpose-driven initiatives, having amplified a dedication to ocean conservation and sustainability at-large.

Esté Lauder's "Beauty Inspired, Values Driven" campaign video promotes the group's positive impact

His strategic undertakings, which included efforts to significantly advance claims, credentialing and science positioning for the line breakthrough commercial innovations such as the recent pre-/post-derm campaign for The Concentrate stand as examples heightened growth for the company.

Prior, Justin held several global leadership roles across many brands, regions and channels since matriculating into the company in 2004. Justin has held positions as Senior Vice President, International, at both Este Lauder and Tom Ford Beauty, even living abroad in the Asia-Pacific (APAC) region to extend brand presence there.

Mr. Boxford succeeds Mr. de La Faverie with this appointment.

The latter executive was recently promoted to Executive Group President of The Este Lauder Companies, alongside Jane Hertzmark Hudis, named Executive Group President ([see story](#)).

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