

FRAGRANCE AND PERSONAL CARE

Este Lauder Companies' Keri Richardson: Luxury Woman to Watch 2023

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Keri Richardson

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 25 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Keri Richardson
Global director of consumer engagement

The Este Lauder Companies

Atlanta

"Ironically, the biggest challenge is probably what keeps our work exciting: the dynamic pace at which beauty and wellness moves"

What do you like most about your job?

I am privileged that my job is centered around meaningful storytelling.

I have the unique opportunity to reflect consumer experiences back to them through the lens of prestige beauty, which changes how beauty is represented to everyone.

Developing inspiring campaigns that have a cultural connection to your community is always fulfilling.

What is the biggest challenge in your work?

Ironically, the biggest challenge is probably what keeps our work exciting: the dynamic pace at which beauty and wellness move.

Staying relevant in such a competitive landscape requires creativity and the ability to meet the growing expectations of consumers.

You not only have to provide exceptional products and services, but your content surrounding that has to be consistent, engaging, authentic and quick.

What is your work priority for 2023?

Luxury consumers are younger, more financially independent and much better informed, which allows them to often see through the marketing noise.

So, my priority for 2023 is finding new ways to excite and expand our base, focusing on authentic storytelling, enriching retail experiences and technologically-integrated touch points.

What is your proudest achievement in luxury?

I have had a few important moments in my career, but the launch of our Texture Series at Aveda was an especially proud one.

A long history of Eurocentric beauty standards has impacted the way in which Black women relate to, care for and love their hair. This project focused on the expansion of Aveda's education on textured hair and explored the range of journeys of Black haircare.

To me, Black women seeing themselves reflected lovingly in beauty spaces brings healing and truth.

How do you see luxury evolving in 2023?

The face of luxury is certainly evolving, and millennials and Gen Zers are becoming critical growth levers in this sector.

Moving forward, brands will need to provide emotionally engaging, bespoke experiences, both digital and physical, for a younger generation of consumers.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)

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