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## Harper's Bazaar, Estée Lauder team up for reader style search

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By KAYLA HUTZLER

Hearst's Harper's Bazaar magazine has partnered with high-end cosmetics marketer Estée Lauder to search for the most fashionable woman in the United States.

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**Luxury Daily**

The “Fabulous at Every Age” reader search looks to find five chic women, one from each stage of life between ages 20 and 60. Estée Lauder counters will be hosting events for women to get their make-up done and an entry photo taken in select Saks Fifth Avenue stores.

“Fabulous At Every Age is a signature editorial franchise of Bazaar - a celebration of how modern women are shattering the notions of chronological time by taking care of themselves as never before,” said Renee Lewin, associate publisher of [Harper's Bazaar](#), New York.

“It was only logical to extend the franchise to our readers, who exemplify the quest to look and feel their very best,” she said.

Harper's Bazaar has a rate base circulation of 750,000 for its March issue.

The magazine's readers have an average household income of \$262,917 and an average net worth of \$975,720.

Hearst also owns magazines such as Town&Country, Marie Claire, Elle, Elle Décor and House Beautiful.

Friends with benefits

**Estée Lauder** is the official partner for the editorially-driven reader search.

The cosmetics company has long been affiliated with Harper's Bazaar, largely through a close relationship between Bazaar editor in chief Glenda Bailey and late chairperson Evelyn Lauder, who succumbed at the end of 2011 to complications from non-genetic ovarian cancer.

Additionally, Ms. Lauder was the personification of the Bazaar brand image, per Harper's Bazaar.

"You need look no further than Evelyn Lauder herself to understand the DNA of 'Fabulous at Every Age,'" Ms. Lewin.

"She was the personification of everything that is beauty, elegance, intelligence, confidence," she said. "Those values permeate the Lauder brand, so the fit is sheer perfection."

Indeed, Estée Lauder will likely increase its store-counter traffic and brand image through the partnership.

The cosmetics company is holding in-store events at its Saks make-up counters to help women of any age look and feel their best.

Estée Lauder will provide the women with a complimentary beauty makeover and personalized advice from a beauty advisor.

The women will then be given the chance to pose for a photograph that may be used to enter the contest.

## **We Know You're Fabulous...Enter Our Fabulous at Every Age Reader Search Now!**

February 9, 2012 5:00 AM



Showing off

Estée Lauder will also benefit from any promotion of the events and reader search done by Bazaar and Saks.

Indeed, the magazine plans to leverage Saks' active social media networks to help drive awareness for the Fabulous at Every Age event.

Bazaar is also using its print magazine to promote the reader search.

For example, the March issue contained a one-page ad for the contest with words, "We know you're fabulous," a description of the contest and rules to enter along with pictures of last year's winners.



*Kayla Hutzler, editorial assistant on Luxury Daily, New York*

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