

FRAGRANCE AND PERSONAL CARE

# Este Lauder drops luxury skincare exclusives with high jewelry house

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*Drawing parallels between its anti-aging advances and the timeless nature of diamonds, the U.S. beauty brand is collaborating with French maison Messika. Image credit: Messika*

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By LUXURY DAILY NEWS SERVICE

U.S. beauty brand Este Lauder is bringing prestige skincare to fans of precious gems.

Drawing parallels between anti-aging advances and the timeless nature of diamonds, a new collaboration with high jewelry house Messika is now live. Este Lauder, together with the French maison, is attaching exclusive packaging for its next-generation Re-Nutriv collection, fielding other special prizes in light of the Jan. 8 launch.

"The Messika x Este Lauder collaboration is a celebration of the synergy that exists between both brands visionary founders embodying fearless determination with a disruptive spirit," said Anne Troussicot, general manager, EMEA at [Este Lauder](#), in a statement.

## **Messika x Este Lauder**

Exclusive Messika x Este Lauder designs will cover two Re-Nutriv collection staples dropped this week.

Applying handcrafted touches from Messika to Este Lauder's crown jewel, the line's Ultimate Diamond Sculpted Transformation Crème and Ultimate Diamond Transformative Energy Crème Rich will receive the updates.

A special-run luxury gift box, which doubles as a jewelry case, joins the assortment. The Messika x Este Lauder collaboration is available exclusively in France, Germany and Switzerland, at select department store locations.



*Applying handcrafted touches to Estée Lauder's prestige skincare line, items from the Re-Nutriv collection feature limited-edition packaging. Image credit: Messika*

Skincare aside, seven lucky purchasers of the limited-edition items will gain the chance to win a 1-carat Messika diamond from the pair's Diamond Quest sweepstakes, and will receive the neckpieces in person from founder Valerie Messika.

"I am very proud to collaborate with Estée Lauder an iconic luxury beauty brand," said Valérie Messika, founder and artistic director of Messika, in a statement.

"Like Messika, Estée Lauder is a leading innovative global brand, founded by a visionary woman," Ms. Messika said. "Whether we are talking about the brilliance of the diamond or the radiance of skin, there is a shared desire to celebrate women.

"This collaboration therefore seemed obvious to me, with the Re-Nutriv Ultimate Diamond collection seen as a rare diamond in the world of skincare."

A commitment to quality and excellence, plus a shared passion for female entrepreneurship, connects both brands.



*Seven lucky purchasers of the limited-edition items will gain the chance to win a 1-carat Messika diamond. Image credit: Messika*

The partnership celebrates Ms. Lauder and Ms. Messika, who have played integral roles in the development of their respective enterprises, uplifting all women founders with an update centering self-care.

Esté Lauder is ramping up efforts surrounding its patented Re-Nutriv technology. Last month, the company announced the introduction of an expert-led advisory board, The Esté Lauder Longevity Collective, which will offer education to consumers, shining a light on advances as the company redirects the conversation from anti-aging to visible age reversal.

Forming an inaugural partnership with Stanford University's Center on Longevity, its leaders have also committed three years of funding to ventures that will assess public perceptions of longevity and vitality ([see story](#)).

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