

COMMERCE

# Estee Lauder onboards actress Nia Long as brand ambassador

October 10, 2025



*The company is looking to enhance its domestic cultural connections through the appointment. Image credit: Estee Lauder*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

U.S. beauty group Estee Lauder Cos. has a new spokesperson in North America.

On Oct. 9, the company announced American actress, film producer and author Nia Long as its new regional brand ambassador. Going forward, the talent will appear in domestic marketing campaigns for Estee Lauder Cos.'s makeup and skincare labels, spanning television, print and digital placements.

"We are proud to welcome Nia to the Estee Lauder family," said Fiona Sainty, SVP and general manager of **Estee Lauder**, Aerin Beauty and Bobbi Brown North America, in a statement.

"She is a powerhouse and a cultural force whose authenticity, confidence and modern point of view on beauty resonate deeply with our brand values," Ms. Sainty said. "As a longtime advocate for the brand with a deep understanding of beauty as an expression of self-love, she is the perfect choice to serve as our new Brand Ambassador for the North America region."

## Reel culture

Ms. Long's career in film and television spans nearly four decades.

Best known for her roles in *Boyz n the Hood*, *Friday* and *The Best Man* franchise, the actress has won three NAACP Image Awards for her work on the small and silver screens. After rising to fame in the early 1990s, she has gone on to be a figurehead in Black cinema, opening doors for many women to break into the entertainment industry.



*Este Lauder states the appointment solidifies its commitment to showcasing beauty in all of its forms. Image credit: Este Lauder Companies*

"Beauty starts with confidence and honoring your authentic self," said Ms. Long, in a statement.

"I'm excited to partner with Este Lauder, a storied brand founded by a woman who believed beauty should uplift and empower us to celebrate ourselves every day."

Este Lauder is also shaking up its executive roster, with recent appointments of a new research and development lead ([see story](#)), as well as a key marketing role ([see story](#)).

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