

Estee Lauder Announces Collaboration with Aerin LLC

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EXTRA EXTRA!

Just announced, Estee Lauder Brand collaborates with Aerin Lauder as she launches Aerin LLC, a new luxury lifestyle brand. Under this arrangement, Ms. Lauder will actively take on the role of Style & Image Director as well as continue to be the brand's global ambassador and spokesperson.



Aerin will be sold at select Estee Lauder counters, but will maintain as an independent company owned by Aeren Lauder. Prior to today's announcement, Ms. Lauder was Sr. Vice President, Creative Director for the Estee Lauder Brand.

Ms. Lauder said, "I'm thrilled to continue playing an active role in the iconic Estée Lauder brand, including serving as global brand ambassador and spokesperson. At the same time, I look forward to pursuing my vision to create the AERIN brand. As I launch this new business, I am excited to have the extraordinary team at Estée Lauder as my partner in creating a beauty collection that will reflect my new brand's style and spirit. I look forward to our future together."

Fabrizio Freda, President and Chief Executive Officer of the Estée Lauder Companies said, "I am so grateful for all of Aerin's fantastic contributions to our Company and am delighted that she will continue to be an active part of the Estée Lauder brand. I wish her the very best in achieving her dream as she is incredibly talented and truly deserving."