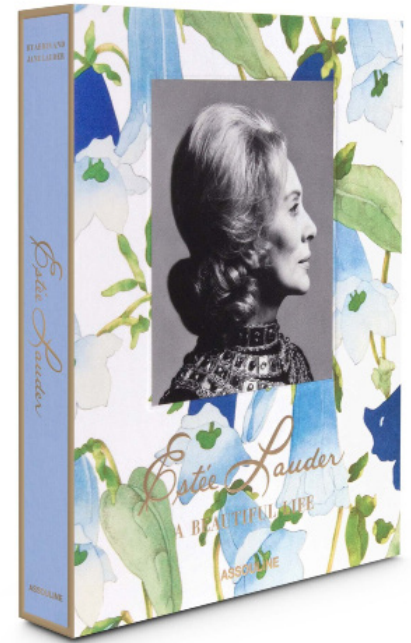


ESTÉE LAUDER: A BEAUTIFUL LIFE

Text by Aerin and Jane Lauder

“My grandmother, Estée, was an incredible role model. When she launched her business in the 1940’s, she was way ahead of her time and taught me so many of the important lessons I know today. She passed on the importance and value of family, passion, commitment and beauty in everything you do. This book is a personal expression of her ‘Beautiful Life’. I hope her story inspires you as much as it has inspired me.”

—Aerin Lauder



As a businesswoman, matriarch, and innovator, Estée Lauder was in a league of her own. From a humble background growing up in Queens as the child of Hungarian immigrants, Estée’s ambition and hard work found her tremendous success, transforming a small skincare cream business she started in her kitchen into a worldwide portfolio of beauty brands. Ever principled and determined, her charming ebullience took her far— she was the first to harness the power of word-of-mouth advertising, and to realize that a free gift with purchase would do well to win her customer’s loyalty.

Crafted like a personal album with the help of her granddaughters, Aerin and Jane, this book opens the door to the legendary woman who made her name known all over the world. As a true visionaire, Estée Lauder succeeded in building her cosmetics empire through talent, determination, hard work, and kindness, while still maintaining a rich and fulfilling family life. Adding to her iconic legacy was her eye for interiors, a reputation for hosting fabulous dinner parties, and her countless notable friends such as Princess Grace of Monaco, Hubert de Givenchy, Diana, Princess of Wales, Nancy Reagan, and Frank Sinatra, among other luminaries. To celebrate her life and important influence in business, at home, and on the town, Aerin and Jane Lauder along with Assouline, present an in-depth look at what a beloved tour de force Estée was, as expressed through her personal letters, family photographs, company archives, and more.

A creative visionary, tastemaker, and working mother of two, Aerin Lauder is a modern-day style icon. Committed to living life more beautifully, she founded her eponymous luxury lifestyle brand AERIN in 2012. With a love for interiors and a talent for creating warm, inviting spaces, Aerin’s elegant, effortless aesthetic is a reflection of her unique upbringing. As she says, “Beauty is my heritage, but home and accessories are my passion. There was an opportunity in the market for a lifestyle brand based on feminine, modern and effortless products with strong heritage. I decided to launch AERIN and make the whole concept of beauty part of the way we live today. Aerin brings ease and beauty into all aspects of life and, as a dedicated philanthropist, into the lives of others.

Jane Lauder has over two decades of beauty industry experience, including more than 23 years at The Estée Lauder Companies. Formerly the Global Brand President of Clinique, Jane Lauder currently serves as the corporation’s first ever Executive Vice President, Enterprise Marketing and Chief Data Officer, responsible for developing company-wide strategies to accelerate ELC’s growth. She resides in New York City with her family.

Text by Aerin and Jane Lauder

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