

# ESTÉE LAUDER

## Estée Lauder Signs Rising Japanese Model, Kōki, as New Global Spokesmodel

Estée Lauder today announced that it has signed **Japanese model and songwriter, Kōki**, as its newest Global Spokesmodel. Kōki is the brand's first Japanese Global Spokesmodel and will feature in campaigns across digital, in-store and print. Her first makeup and skincare campaigns will debut in Asia in March 2021, and she will appear in digital campaigns globally starting in Fall. Kōki joins the current roster of Estée Lauder global talent including Ana de Armas, Anok Yai, Bianca Brandolini D'Adda, Carolyn Murphy, Diana Penty, Grace Elizabeth, Karlie Kloss and Yang Mi.

"Kōki brings a fresh energy to the Estée Lauder brand," said Stéphane de La Faverie, Group President, The Estée Lauder Companies & Global Brand President, Estée Lauder and AERIN. "We are excited to amplify her rising star power to connect our brand with a new generation of consumers in Japan and around the world, while continuing the brand's legacy of celebrating women across all backgrounds, ages and ethnicities."

"It is a dream come true to join the Estée Lauder brand," said Kōki. "It is such an iconic brand that is loved by so many women around the world. I am honored and grateful to be a part of it."

### About Kōki

Born and raised in Toyko, Kōki started her modeling career in 2018 while attending the International School in Tokyo. Since then, she has been on the covers of various fashion magazines in Japan and throughout Asia, including *Harper's Bazaar Hong Kong*, *ELLE Japan*, *ELLE Hong Kong*, *Marie Claire Japan*, *InStyle China* and more. In 2018, Kōki won the Elle Cinema Awards 'Rising Star Award' and in 2019, Kōki, made her runway debut for Chanel's Cruise Collection and also walked in FILA's Fashion Week show in Milan, and for Tomo Koizumi in Rakuten Fashion Week Tokyo. The same year, she also appeared in music videos for Chinese actor and singer Kris Wu. Currently, Kōki is an ambassador for Bvlgari, Coach, Louis Vuitton, FILA and MENTHOLATUM. She is fluent in Japanese and English.



### About Estée Lauder

Estée Lauder is the flagship brand of The Estée Lauder Companies Inc. Founded by Estée Lauder, one of the world's first female entrepreneurs, the brand today continues her legacy of creating innovative, sophisticated, high-performance skincare and makeup products and iconic fragrances – all infused with a deep understanding of women's needs and desires. Today, Estée Lauder engages with women in over 150 countries and territories around the world and at dozens of touch points – from in-store to digital. And each of these relationships consistently reflects Estée's powerful and authentic woman-to-woman point of view.

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