

AERIN

AERIN 10-Year Anniversary**10 Years in AERIN and the Launch of Joyful Bloom**

"This 10-year milestone is such a special moment for the brand, and I am so proud of what we have accomplished. It's also the perfect moment to introduce Joyful Bloom, the newest fragrance in our family of roses, inspired by urban gardens New York City, a place that inspires and invigorates me with new discoveries and beauty everywhere." —Aerin Lauder, Founder and Creative Director, AERIN

Aerin Lauder launched her brand in 2012 with the mission of bringing effortless style and beauty into the homes and vanities of women around the world. This fall marks 10 years of AERIN, and the celebration of its creator's singular vision realized. Founded as a touchstone of modern femininity and refined elegance, AERIN has blossomed into a lifestyle brand that encompasses fragrance, beauty, fashion, accessories, and home décor—all inspired by Aerin's own signature style.

"I felt there was an opportunity in the marketplace for a lifestyle brand based on feminine, modern and effortless products with a strong heritage," says Aerin. "I soon realized that the modern woman thinks about beauty as an extension of herself, her home, her wardrobe and her travels. Therefore, beauty and home should live together."

AERIN Beauty launched with the concept of a wardrobe of fragrances, a nod to Estée Lauder's idea that a woman would "never wear the same dress to play tennis as [she] would to eat dinner, so why should she wear the same fragrance?" Building on this concept with her own sensibilities and a keen intuition for modern beauty, Aerin launched the now iconic Fragrance Collection, followed by the ultra-luxe Premier Collection, and her ode to the timeless nature of the rose, the Premier Rose Collection. Through fragrance, AERIN honors a woman's individuality, passions, and beauty. "I think fragrance is such a part of a woman's personality and persona," she says. In creating each of her perfumes, Aerin draws inspiration from her travels, her gardens, her memories, and her homes, providing a sense of escape through scent.

On the occasion of this 10-year milestone, AERIN introduces the newest fragrance in the Premier Rose Collection, Rose de Grasse Joyful Bloom. Joyful Bloom is inspired by the urban gardens of New York City, the birthplace of AERIN, and serves as an emblem of carefree optimism as well as Aerin's heritage. "Roses are my favorite flower and such a classic symbol. There are so many varieties and so many incarnations of rose—something to fit every mood and season," she says. The sister fragrance to Rose de Grasse pure Parfum and Rose de Grasse Pour Filles, Eau de Toilette, Joyful Bloom is a fresh, exuberant manifestation of the rose, a flower whose simplicity belies its many meanings. Seasonless and eternally wearable, the rose stands apart as timeless and effortless—the essence of AERIN Beauty.

This anniversary is a celebration of AERIN's history and heritage as a lifestyle concept all its own, created by an entrepreneur with a deep understanding of the beauty industry, a love of home, combined with a streak of trailblazing independence. In the last decade, AERIN has launched 24 fragrances; expanded into 800 doors of distribution including the Chinese market; opened AERIN stores in Southampton, East Hampton, Palm Beach and Miami; and taken part in countless collaborations and curatorial projects. Building on Aerin's own belief that the modern woman thinks of beauty as an extension of her home, wardrobe, and travels, on this occasion, the brand toasts to 10 years of cultivating beauty in every detail. "The response to the brand worldwide has been incredible," says Aerin. "I can't wait to see what the next decade brings."

#AERINBeauty #AERINJoyfulBloom

Rose de Grasse Joyful Bloom 50ML will be available at Parfuma, Gutmann, Bergamot, Aura and esteelauder.be beginning August 1st 2022. All items are sold separately. **Rose de Grasse Joyful Bloom 100ML** will be available at

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Parfuma.be, gutmann.be and at esteelauder.be beginning August 1st 2022. All items are sold separately. Prices are suggested retail:

AERIN Rose de Grasse Joyful Bloom Eau de Parfum, 50ML /1.7 FL.OZ.	€235,00
AERIN Rose de Grasse Joyful Bloom Eau de Parfum, 100ML /3.4 FL.OZ	€330,00

For more information or to request images or samples, please contact:
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For more information please visit:
Instagram: [@aerinbeauty](https://www.instagram.com/aerinbeauty)