

INTRODUCING ESTÉE LAUDER x ESSENTIEL ANTWERP



The fashion label Essentiel Antwerp and beauty brand Estée Lauder have combined forces to create a flirty collaboration with a Limited Edition pouch designed by Essentiel Antwerp filled with a trio of Estée Lauder lip products printed with a custom design by Essentiel Antwerp.

Deep love for color and confidence.

Essentiel Antwerp brings you energetic, fresh, and surprising collections, with signature graphic and floral prints and daring mixes of color that make you stand out from the crowd. All designs make women feel confident and powerful, ready to live life to the fullest. As the brand values to celebrate life, be their authentic selves and encourage wild ideas, the Essentiel Antwerp women can be described as curious cosmopolitan, free in her own style, spontaneous and young at heart full of joie de vivre.

As the flagship brand of The Estée Lauder Companies Inc., Estée Lauder creates innovative, sophisticated, high-performance skincare and makeup products and iconic fragrances – all infused with a deep understanding of women’s needs and desires. With Estée Lauder’s expertise in and love for color, all lipstick shades are specifically designed to flatter all skin intensities and undertones, complementing, or contrasting to create enviable lip looks that range from natural to dramatic. All lip products bring high powered glamour to the woman who captivates the world with her fearless energy: dynamic, confident and in control.

Strong entrepreneurial women.

As both brands were founded by extraordinary women, a strong entrepreneurial mindset is at the core of both the brands’ DNA.

Inge Onsea founded Essentiel Antwerp with Esfan Eghtessadi in 1999. Inge has a vintage-loving mother, was a fashion model and spent five years in India, where she fell in love with the kaleidoscope of colors, prints, and unexpected fashion combinations she encountered there. As Creative Director and the face of the brand, she defines and maintains the creative vision for the collections and branding with her unstoppable positive energy. Inge continues to travel the world in search of inspiration but remains deeply rooted in Antwerp.

Estée Lauder, who founded the company that bears her name 76 years ago, was a visionary and a role model. She was a challenger who proved that anything was possible - if you dared to dream it and had the guts and gumption to go for it. Ahead of her time in every way, she created and ran one of the world's most prestigious and innovative companies while serving as a wife, mother, and a loyal friend to many. And she did it all with charm, humor, and exquisite style. She loved beauty with a passion and believed wholeheartedly in its power.

Kiss My Essentiel Antwerp Limited Edition pouch with Estée Lauder products.

For this exclusive collaboration Essentiel Antwerp designed a fashionable pouch in one of their signature prints. The pouch is filled with three Estée Lauder products for a perfect lip care routine: The Pure Color Envy Smoothing Sugar Scrub, The Pure Color Envy Replenishing Lip Balm and the Pure Color Envy Sculpting Lipstick in the shade Irresistible. While the lip spa products will enhance the natural beauty of lips, the collection will also prep and prime the lips to ensure a flawless canvas for the application of the gorgeous sculpting lipstick. The shade was chosen by Inge herself to match every outfit with lips no one can resist.

This Limited Edition pouch will be available for €75,00 as from January 25th online at www.eesteelauder.be, www.eesteelauder.nl, and www.essentiel-antwerp.com and in a selection of Essentiel Antwerp stores in Belgium and The Netherlands.

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