

ESTÉE LAUDER

INTRODUCING ESTÉE LAUDER x LADURÉE

IN GREAT TASTE

Available as from January 6, 2025



A collaboration you've never experienced before, where beauty meets the delicate artistry of French patisserie. Introducing **Estée Lauder x Ladurée**, a limited-edition makeup collection inspired by the luxurious scents, colors and textures of Ladurée.

Indulge in an enchanting world that redefines the essence of beauty and romance. Each piece is thoughtfully crafted with packaging inspired by the iconic confections. From a lip oil trio reminiscent of Ladurée's tea boxes to a lipstick collection in precious packaging, each adds a whimsical elegance that creates a timeless keepsake. Encased in Ladurée's signature green and Parisian-inspired detailing, the satin eye shadow palette makes the perfect gift for any beauty lover this spring.

THE LIMITED-EDITION MAKEUP COLLECTION

LIPS:

Estée Lauder x Ladurée Limited Edition Lip Oil Collection, Suggested Retail Price €50

Includes **3 full-size Limited Edition Lip Oils**. Each scrumptious lip oil provides a sheer, succulent shine and up to 12 hours of cushioning hydration. The formula is lightly infused with a captivating blend of rose and vanilla scent, inspired by Ladurée's timeless rose and vanilla-flavored macarons.

- Glacé (Blush opal with a neutral undertone and sheer finish)
- Sucré (Light baby pink with a neutral undertone and sheer finish)
- Rosé (Mauvy rose with a neutral undertone and sheer finish)

Estée Lauder x Ladurée Limited Edition Pure Color Lipstick, Suggested Retail Price €42

Pure Color Lipstick in the iconic shade 420 Rebellious Rose comes with a refill of the Pure Color Crystal Lipstick in shade Indulgent. The high-performance, long-lasting Pure Color lipstick in Creme finish stays color true and wears for up to 10 hours while resisting bleeding, feathering and creasing. Pure Color Crystal Lipstick instantly wraps lips in high-intensity pigments and a crystalline polymer complex that creates lustrous shine.

- **Refillable Pure Color Lipstick**, full-size in shade 420 Rebellious Rose (a midtone rose with a neutral undertone and creme finish.)
- **Pure Color Crystal Lipstick**, full-size refill in shade Indulgent

About Ladurée:

In 1862 when Louis-Ernest Ladurée opened his bakery at number 16 Rue Royale, Paris. An emblem of the city and its lifestyle, Ladurée has stood the test of time without ever losing what makes it unique: exceptional expertise and a constant nod to the times.

The originator of the now internationally famous macaron, the pioneer of tea rooms when cafés were reserved for men, unequalled in the art of reinterpreting its classics, a friend of fashion and designers, Ladurée tells the story of Paris and the Parisian spirit with culture, hedonism and contrasts. To savor a Ladurée creation is to awaken the senses as well as the mind, admitting that lightness is the most beautiful of pleasures. For more than 160 years, regal Ladurée has been showcasing fine French patisserie with taste and daring.

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 some of the most 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 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 point of view.

Available exclusively online at esteelauder.be starting January 6, 2025.

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