

ESTÉE LAUDER

EMBARGOED UNTIL JUNE 20, 2017 9:00AM EST

Estée Lauder Signs Makeup Artist Violette as Global Beauty Director

NEW YORK, June 20, 2017 -- Estée Lauder today announced it signed makeup artist Violette as its Global Beauty Director (#EsteeBeautyDirector). Violette will collaborate with the Estée Lauder team on product development, digital content creation, education and training, and public relations initiatives. Content created through this partnership will be leveraged across Estée Lauder's digital and social channels as well as Violette's You Tube channel [violette_fr](#) and Instagram handle @violette_fr. Violette will star in how-to videos for the brand, sharing her point-of-view on her favorite makeup looks and beauty products.

“We are thrilled to welcome Violette to the Estée Lauder brand and look forward to an exciting collaborative partnership,” said Stephane de La Faverie, Global Brand President, Estée Lauder. “As a talented makeup artist and lifestyle influencer with a passion for art and color, Violette brings a unique voice and perspective to beauty. We are excited to partner with Violette on innovative new product ideas and engaging digital content that creates a dynamic new beauty conversation with women around the world across all touch points.”

“I am so honored to work with the Estee Lauder brand,” said Violette. “Estée was such a visionary and is still an inspiration for women today. She understood beauty is a way of expressing yourself, a way to celebrate femininity. And that is also my philosophy. I can’t wait to connect with women everywhere as part of this brand and take them on this journey with me.”

About Violette

Violette is a makeup artist and native Parisian. She began painting and studying art at the age of three, and, since childhood, has connected with others through the use of color. After grade school, she enrolled in the prestigious *École du Louvre* in Paris and also studied fashion and costume design. She brings a fresh approach to the visceral experience of makeup, playful experimentation, and a genuine appreciation of beauty as an art form.

Violette has worked with renowned photographers including Patrick Demarchelier, Camilla Akrans, Mario Sorrenti and Mert & Marcus. She regularly contributes to publications such as American and international editions of *Vogue*, *Harper’s BAZAAR*, *W*, *T Magazine* and [violetgrey.com](#). Violette also recently launched a YouTube channel, where she shares her coveted French girl beauty secrets and helps women connect to aspirational beauty in an accessible way. Violette currently lives in Brooklyn, New York, with her partner, photographer Steven Pan.

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 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 woman-to-woman point of view.

For more information please contact:

Dominique Nellens

PR Manager Estée Lauder Benelux

T +32 2 716 85 76

M +32 474 55 25 39