



**Step Into the Serenity of Winter 2025 with
the #ALPINECHICLOOK**

A Luxurious Blend of Cozy Sophistication and
Effortless Glamour.

Inspired by Audrey Hepburn, illuminated by
the Glow of Rosy Cheeks and Après-Ski
Elegance

Introducing the Alpine Chic Look—A Celebration of Effortless Luxury by Estée Lauder

Inspired by the timeless elegance of an exclusive alpine retreat, the *Alpine Chic Look* embodies cozy sophistication with a touch of effortless glamour. Fresh, rosy cheeks, luminous skin, and soft, neutral tones evoke the radiant allure of winter, while refined, polished finishes channel the poise and grace of classic beauty icons.

THE ALLURE OF ALPINE CHIC

More than just a seasonal trend, Alpine Chic is an invitation to embrace the glow of winter with Estée Lauder’s most luxurious essentials. From hydrating skincare that protects against the elements to radiant foundations that enhance natural beauty, each product is designed to deliver a flawless, luminous complexion. A sweep of blush mimics the fresh flush of crisp mountain air, while softly defined eyes and plush, neutral lips complete the look with understated elegance.

Wrapped in the warmth of Estée Lauder’s signature beauty, the Alpine Chic Look is where sophistication meets comfort—timeless, refined, and effortlessly stunning.

- **DayWear Sheer Tint Release Moisturizer**
lightweight moisturizer with a sheer tint that hydrates, protects, and enhances your skin’s natural radiance. Infused with antioxidants, it helps even out skin tone and texture for a smooth, refreshed, and healthy-looking complexion.

Suggested Retail Price: €45, 30 ml.



- **Pure Color Envy Luxe Eyeshadow Quad in Grey Haze**
A luxurious eyeshadow palette featuring four rich, high-impact shades in a smoky grey haze. The silky formula delivers intense color payoff and blends effortlessly for a sophisticated, long-lasting look.

Suggested Retail Price: €66



- **Pure Color Revitalizing Crystal Balm in Cosmic Crystal**
A moisturizing lip balm with a crystal-like finish that gives lips a subtle, luminous glow. Infused with nourishing ingredients, it provides hydration and comfort while enhancing your natural lip color with a soft, radiant shine.

Suggested Retail Price: €46



- **Pure Color Envy Sculpting Blush in Mauve Mystique**
A silky, blendable blush that adds a natural, sculpted flush of mauve color. Its buildable formula enhances cheekbones with a soft, radiant finish for a fresh, healthy glow.

Suggested Retail Price: €57

