Estee Lauder Launches Newly Redesigned E-Commerce Website

ESTĒE LAUDER

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The newly redesigned Estee Lauder UK e-commerce website, www.esteelauder.co.uk, has been transformed to bring the service experience that consumers have come to expect at Estee Lauder's counters, to the web.

With a new layout and enhanced features, such as interactive diagnostic tools, step-by-step makeup videos and advice from the experts, Estee Lauder is making it easy for customers to find and purchase the right products to suit their unique needs, look and lifestyle from the comfort of their home.

"These new online tools help us to provide the consumer with a seamless experience from the website to the counter," said Elana Drell Szyfer, Senior Vice President, Global Marketing, Estee Lauder. "Many of our customers are now searching for product information or shopping online and these numbers continue to grow. We want to ensure that no matter where our customer chooses to shop for our products, they are able to get the information and support they need to make the best choices."

New features available on the Estee Lauder website include:

New Layout - New intuitive product groupings make it easier for consumers to find the products they are looking for, and a breadcrumb navigation trail helps to navigate the site. Detailed product information, enhanced images and application/use tips on each single product page helps to simplify the product selection process.

Skincare Finder - Using a few quick and simple questions to analyse individual skincare concerns, the Estee Lauder Skincare Finder recommends a tailored skincare regimen to address all of a customer's skin concerns.

Foundation Finder - The new, interactive iMatch Foundation Finder helps customers find their ideal foundation, assessing their skin’s intensity, undertone and type, as well as individual coverage preferences. Once the right shade is identified, the site also provides application tips from the experts, making it possible to achieve a flawless face every time.

How-To Videos - Step-by-step how-to videos have been added to the new Estee Lauder site to help customers re-create different makeup. Estee Lauder beauty advisors share their make up tips and tricks for creating a flawless face, smoky eyes, sculpted cheeks, classic lips and more.

Streamlined Checkout - a new, streamlined checkout process makes it quicker and easier to purchase products online, delivered to anywhere in the UK (except Channel Islands) via 5 different delivery options.

To celebrate the launch of the new website, Estee Lauder is offering customers a special offer skincare trio set, worth over £19, with every purchase of £40 or more in the month of June. The set includes a super-deluxe sized cleanser sample, Day-Wear Plus moisturiser deluxe

sample, and deluxe sample of the multi-award winning Advanced Night Repair.

About Estee Lauder

In 1946, Estee Lauder started business with one face crème, and the desire to bring out the beauty in every woman. By the time the revolutionary fragrance Youth-Dew was introduced in 1953, the Estee Lauder Company had already won a reputation for innovation, research and quality.

Now Estee Lauder's skincare, makeup and fragrance collections exemplify the best that technology, science and arts can achieve. The Estee Lauder name on a product is recognised in over 100 countries for quality and has gained a worldwide reputation for elegant, and luxurious products that uphold the finest standards of excellence through extensive research and stringent product testing.

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