Estée Lauder names model Adut Akech as brand ambassador

By Jennifer Braun · 4 June 2021

Estée Lauder announced on Thursday fashion model Adut Akech as its newest global brand ambassador. As part of the partnership, Akech will be featured in makeup and skincare campaigns across digital, in-store, TV and print, with her first campaigns debuting July 2021.

"Adut is one of fashion's biggest and most influential stars," said Stéphane de La Faverie, group president, Estée Lauder and global brand president, Estée Lauder and Aerin. "We believe her incredible story, personality and beauty will help us continue to inspire and connect with our consumers and establish her as a beauty icon of her generation."

Akech was the winner of the coveted Model of the Year honor at The Fashion Awards in 2019 and was included on the 2019 TIME100 Next list.

A South Sudanese native, she was cast as a global exclusive for Anthony Vaccarello's debut Yves Saint Laurent show in 2016. Since then, she has become the muse of renowned designers such as Valentino's Pierpaolo Piccioli and Chanel's late Karl Lagerfeld, and has walked for Alexander McQueen, Calvin Klein, Miu Miu, Prada, and more.
She has equally shot campaigns for Bottega Veneta, Chanel, Fendi, Givenchy and Marc Jacobs, to name a few, as well as appeared on the covers and in editorials for American Vogue, British Vogue, Italian Vogue, Vogue Australia, and more, working with legendary photographers such as Steven Meisel, Inez & Vinoodh, Tyler Mitchell, and Tim Walker.

"To be part of the Estée Lauder family is a dream come true," said Akech. "Estée Lauder has such an amazing heritage, and the story of Mrs. Estée Lauder continues to be an inspiration to women around the world. Like her, I hope to inspire girls everywhere to never give up on following their dreams."

Akech joins the current roster of Estée Lauder global talent, including Ana de Armas, Anok Yai, Bianca Brandolini D'Adda, Carolyn Murphy, Diana Penty, Grace Elizabeth, Karlie Kloss, Kōki and Yang Mi.

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