

# The Telegraph



## Aerin Lauder on feminism, dressing in her 50s and what her grandmother Estee would think of today's 'alien faces'

The granddaughter of Estee Lauder talks worth ethic and her eponymous range

By Lisa Armstrong, HEAD OF FASHION  
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Hamptons style: Aerin Lauder at home. The wallpaper is from Graciestudio.com | CREDIT: Simon Upton

Aerin Lauder is, no question, American royalty, which is testament to the power of the American Dream. Her grandmother, Estee, was sometimes accused of playing fast and loose with the truth about her humble origins.

[Estee Lauder](#), born Josephine Esther Mentzer in 1906 in Queens, New York, the daughter of Hungarian-Jewish immigrants, is one of those still-dazzling early 20th-century women (think Coco Chanel, Helena Rubinstein, Elizabeth Arden) who hoisted themselves up by their perilously fraying bootstraps to become not just hugely wealthy, but through their work and actions, champions of other women. She gravitated towards that genre of East Coast patrician taste that draws on English houses. Her friends included Prince Charles and Princess Diana.

“We were brought up from the word go to make the best of ourselves. Discipline was important”. So was a work ethic. Beautifying the home was an almost sacred act of love for the family hearth. “Estee – we never called her grandma – believed that anything and anyone could be beautiful if you took the time”.

Aged 17, Aerin moved with her family from New York to Washington when her father, Ronald Lauder, took up a post with President Reagan. As recompense for leaving all her friends behind, Aerin, the elder of two daughters, was allowed to decorate her own bedroom. “It was all pink and green with a canopy bed and Colefax and Fowler wallpaper... it still is”.

That’s why her latest project, a small collection of cosmetic cases and a luggage stand, all in Colefax fabrics, is so right.

The Hamptons weekend home she shares with Eric Zinterhofer, her husband of 25 years, their two sons, aged 20 and 21 and two dogs, is peak Lauder: delicately patterned wallpapers, sconces, pale shagreen photograph frames, immaculately set tables, big comfortable sofas and lots of family photographs. In an era obsessed with mid-century decor, hers is profoundly traditional – and people love it.



Aerin's cosmetics bag with Colefax & Fowler, £65, Net-a-porter.com; Luggage stand, Aerin.com

“The main reason I launched furniture is because I was blown away by how people respond to photographs of my own home,” she says. “I mean, I was known for beauty products, but the idea that people would trust me on decoration, that took a while to process.”

The Aerin approach to decorating is to start with one focal piece and work from there, and do it gradually, “so everything is there for a reason”.

“I like places that look lived in. Memories are what make a room when it comes down to it.”



STYLE FILE

**BEST SUPPLEMENT**  
Who hasn't dreamed of escaping to a spa since the world "pandemic" took over our vocabulary? Oh, it's the best of times, it's the worst of times. In lieu of physical retreats, the spa has moved into our homes. We've had the Huda Beauty range of supplements, the famous Balmie, and the Huda Beauty range of supplements. The Huda Beauty range of supplements is a perfect blend of natural ingredients and science, with Balmie, a natural skin protectant, to boost overall skin health and your ability to deal with stress. About £47.99 per bottle of £20 (retail £30) (huda.com)

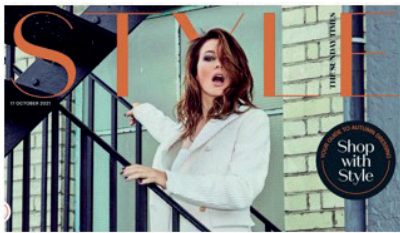
**BEST FOR JET LAG**  
The circadian rhythm guides our sleep cycle, but the flight is an programmed to be ahead of it. To make a change in your time zone, you need to encourage a reset. Chronocare's ultra-thin Queen of Hungary Evening Relief contains CBD, melatonin, magnesium salts and lavender essence to relax the body. Spritz it daily on the face and hair the night before the flight. Use it on a flight to comfort and refresh. £59 (lululemon.com)

**WIN-WIN** ❤️  
HERO BEAUTY PRODUCTS FOR A SOOTHING REBOOT.  
TRIED AND TESTED BY CATHERINE ROBINSON

**BEST NEWCOMER**  
You bath the most of a bathroom where you go. Skin is in need of TLC and to receive a special one product that you apply religiously. On the surface, Spectacle is a professional-grade cleanser. On the inside, it's loaded with anti-inflammatory, antioxidant, and hydrating ingredients, including niacinamide, vitamin C, and hyaluronic acid. It's a gentle, non-irritating, and non-stinging. Apply it twice a week for the best results, then every other night and your skin will be in good luck. Hundreds of retail products for the best, best for me, only one. £220 (net-a-porter.com)

**BEST SKIN SAVIOUR**  
Dark spots have a bad reputation. It contains retinol, niacinamide, and vitamin C to reduce collagen and reduce pigmentation. It's a gentle, non-irritating, and non-stinging. Apply it twice a week for the best results, then every other night and your skin will be in good luck. Hundreds of retail products for the best, best for me, only one. £220 (net-a-porter.com)

**BEST TRAVEL SET**  
Aerine Lauder - granddaughter of Estée Lauder - has teamed up with the English textile brand Colefax and Fowler to create a capsule collection of chic linen floral cosmetics bags. My pick is the Eloise Beauty Set, which includes Aerine Beauty's Rose Hand & Body Cream and a lovely Rose Lip Conditioner. £90; net-a-porter.com



**6. Bag of tricks**  
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**Old-school charm? It's in the bag**  
I'm always on the search for a wonderful make-up bag and have a fairly retro, romantic view of them. Yes, I want them to be practical, but I also want them to look stylish, beautiful and be the kind of thing I'd have seen my mother using when I was a little girl - you know, that old-school glamour approach to the essentials of a beauty routine. So I was delighted to learn about this new collaboration between legendary British textile makers Colefax and Fowler and beauty brand Aerine (as in Lauder, the granddaughter of the esteemed Estée). The range features Colefax and Fowler's classic Eloise print of hand-painted hydrangeas and includes this linen cosmetics bag (pictured in frame, £60, it is also available in small, £45) and silk eye mask with a matching cover (£90). Both are available now from Colefax and Fowler, 110 Fulham Road, London SW3. 020 7244 7427.



**THE TIMES**



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**VOGUE**

Hamish Bowles, International Editor at Large

I acquired this Colefax & Fowler / Aerine collaboration washbag—it's really commodious, which is immensely useful and, of course, I'm always mad for Colefax's wonderful traditional English chintz designs.

Aerine x Colefax and Fowler Eloise large cosmetic bag  
AERINE \$70  
SHOP NOW