Hillary Rhoda named new face of Estee Lauder

by Bend Weekly News Sources

Joins Elizabeth Hurley, Carolyn Murphy, Liya Kebede, Gwyneth Paltrow and Anja Rubik

Aerin Lauder, Senior Vice President, Creative Director, Estee Lauder, today announced that the brand has signed Hilary Rhoda as a new face of Estee Lauder. Hilary will be featured in advertising campaigns for skincare and makeup beginning August 2007.

Hilary Rhoda is a new face of Estee Lauder. "Hilary is one of fashion's brightest stars," said Ms. Lauder. "Her sophisticated all-American look has captivated the attention of the fashion and beauty world in a very short time. Hilary is perfect for Estee Lauder."

An avid athlete raised in Chevy Chase, Maryland, Hilary was on the traditional path to college at the all girl Academy she attended in high school. While she applied and was accepted to many colleges, she was also diligently studying fashion publications and quietly aspiring to move to New York to pursue modeling.

Within weeks of moving to New York, Hilary traveled to Paris for the Spring/Summer 2006 Collections which proved to be the turning point in her career. There she was personally cast by Balenciaga's Nicholas Ghesquiere to appear in his show which officially landed her on the radar screen of fashion's leaders. She was subsequently featured in that season's top fashion shows, editorials, as well as the Balenciaga ad campaign photographed by David Sims.

Hilary quickly became a runway favorite, appearing in a wide range of shows including: Marc Jacobs, Yves Saint Laurent, Valentino, Narciso Rodriguez, Zac Posen, Alexander McQueen, Chloe, Hermes, John Galliano, Louis Vuitton, Versace, Givenchy, Karl Lagerfeld, Oscar de la Renta, Michael Kors, Stella McCartney, Proenza Schouler, Donna Karan, Carolina Herrera and Ralph Lauren.

Hilary's image has been captured by many of fashion's leading photographers including: Steven Meisel, Mario Testino, Craig McDean, Mert & Marcus, David Sims, Inez Van Lamsweerde & Vinoodh Matadin, Peter Lindbergh, Patrick Demarchalier, and Arthur Elgort. She has appeared on the cover of Italian Vogue and French Vogue and in the pages of fashion publications across North America, Europe and Asia including American Vogue, Chinese Vogue, W, Harper's Bazaar, V Magazine, I-D and Numero.

In addition to Hilary, Estee Lauder's current models -- Elizabeth Hurley, Carolyn Murphy, Liya Kebede, Gwyneth Paltrow and Anja Rubik -- will continue to represent the brand in various global advertising campaigns.

Â§ Elizabeth Hurley, who just re-signed with Estee Lauder for her 13th year, will represent the Resilience Lift Extreme franchise and act as the global spokesperson with Evelyn Lauder for the companyâ€™s Breast Cancer Awareness campaign.

Â§ Carolyn Murphy, who has represented the brand since 2001, will debut in a new global campaign for Re-Nutriv, Estee Lauderâ€™s high-end skincare line.

Â§ Liya Kebede, who joined in 2003 and is also a U.N. Goodwill Ambassador for Maternal and Child Health, will be featured in global makeup campaigns.

Â§ Gwyneth Paltrow, who joined the brand in 2004, will continue to represent the pleasures and Pure White Linen fragrances; and

Â§ Anja Rubik, announced in November 2006, will be featured in campaigns for the Beautiful fragrance franchise as the â€œBeautiful bride.â€•

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