

## **Estée Lauder offer free Gift Time SMS Text alert service**

*By Estée Lauder*

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*New to Estée Lauder online, customers can now sign up to receive a free SMS text message alert 2 days before Gift Time begins at their chosen store*

Estée Lauder has announced the introduction of a new free Gift Time SMS Text Reminder service which allows customers to sign up to receive text messages to alert them that Gift Time (Estée Lauder's Gift with Purchase offer) is starting at their chosen store.

Available exclusively online, customers can register to receive a text alert via their mobile phone two days before Gift Time ([http://www.esteelauder.co.uk/events/se\\_gift\\_time.tmpl](http://www.esteelauder.co.uk/events/se_gift_time.tmpl)) starts at their chosen store. Stores presently included in the text message alert service include Boots, Debenhams, Harrods, Harvey Nichols, House of Fraser, John Lewis, and Selfridges. This may be rolled out to further Estée Lauder stores in the near future, including the many Independent pharmacy stockists.

Estée Lauder (<http://www.esteelauder.co.uk/>) was the first cosmetics brand to offer this text message service - perfect for those customers who have become devoted Gift Time followers. The text messages are completely free to sign up to and receive, and are proving an invaluable tool to those who love to be the first to know about special offers.

The SMS message service ensures loyal customers do not miss out on their exclusive gifts, while providing them with the opportunity to make their skin care (<http://www.esteelauder.co.uk/products/skincare/index.tmpl>), fragrance or makeup (<http://www.esteelauder.co.uk/products/makeup/index.tmpl>) purchase at their favourite store. The message includes the dates that Gift Time is available to and from, as well as details of the qualifier (if it's with any two Estée Lauder purchases, or any two Estée Lauder purchases, one to be skincare).

Gift Time was the first ever Gift with Purchase offered by the cosmetics world, in 1953. It was first started by Mrs Estée Lauder herself, when she offered her customers a face powder free of charge, with any Estée Lauder purchase. Estée believed that the best way to convert a woman into a customer was to place the product in her hand and let her try it for herself. One of Mrs. Lauder's favourite quotes was "Tell-A-Phone, Tell-A-Graph, Tell-A-Woman", based on her belief that once a woman tried a product, she would like it and share it with her friends.

This belief proved to be true, and today almost every beauty house in the world offers the Gift with Purchase concept.

Today, Estée Lauder has a different Gift Time offering for each of their store groups throughout the year. A typical gift will include a mixture of the latest, and best loved deluxe trial sized products, along with a handbag and cosmetics pouch. In each Gift there is an average of 6 deluxe trial sized products including a range of skincare, makeup and fragrance.

The service is perfect for women with busy, on-the-go lifestyles, allowing them to discover great new makeup colours, the opportunity to try the latest skincare innovations and enjoy Estée Lauder fragrance...and more, free with the purchase of 2 or more Estée Lauder products, one to be skincare.

About Estée Lauder

In 1946, Estée 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 Estée Lauder Company had already won a reputation for innovation, research and quality.

Now Estée Lauder's skincare, makeup and fragrance collections exemplify the best that technology, science and arts can achieve. The Estée 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.

The Estée Lauder Company's' annual Breast Cancer Awareness Campaign involves all of the 18 brands that make up The Estée Lauder Company. They collectively represent The Breast Cancer Research Foundation's first and largest corporate supporter. Estée's daughter-in-law was the creator of BCRF's signature pink ribbon. Over \$10 million has been raised for The Breast Cancer Research Foundation since 1993. Another \$1 million was raised from their retail partners since July 2002.

Category	Beauty, Lifestyle, Retail
Tags	est e lauder, skin care, makeup, fragrance, online exclusive preview, sms text
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