

The Estée Lauder Companies celebrate 30 years of TR



Israel Assa, Global President, Travel Retail, ELC

This year, The Estée Lauder Companies (ELC) is celebrating the 30th anniversary of its [Travel Retail \(TR\) division](#). Since its founding in 1992, ELC TR has become one of the company's leading growth channels, covering the world of duty-free environments, including airports, airlines, cruises, downtown locations, and border shops.

ELC TR's vision is to be the prestige beauty leader for the traveling consumer, inspiring the next generation of travelers with transformative products and high-touch experiences across our diverse brand portfolio.

From its humble beginnings, ELC TR now has business with approximately 150 countries and territories around the world, inspiring and introducing travelers from all cultures to ELC's portfolio of prestige brands and products. The TR channel is also dedicated to the company's commitment to its consumers, communities, and the world we live in. In line with this, the channel announced TR-

specific sustainability goals in 2021, furthering ELC's commitment to the environment and demonstrating to travelers how our business and our brands are making a positive impact in this space. In FY'22, ELC TR also donated to initiatives and programs centered on health, the environment, education, and Inclusion, Diversity and Equity (ID&E), which it plans to match in the near and far future.

"We are proud of our strong legacy throughout our 30-year history and are excited for the opportunities that await as the travel industry rebounds," said Israel Assa, Global President, Travel Retail, ELC. "Accustomed to volatility in our dynamic industry, our teams have continued to lead, diversifying our brand offerings and driving innovation across brick and mortar, in-store digital, social, and omnichannel experiences to push the boundaries and innovate the retail experience, helping make memories with travelers for years to come. As we look to our bright future, we will continue to be a leader in Travel Retail, making greater impact on our environmental commitments and supporting our diverse consumer base and the communities where we operate."