

## Estée Lauder Companies launches Responsible Store Design programme

### What is it?

Estée Lauder worked with external sustainability consultants to design a framework for the assessment of new and existing retail stores and visual merchandising design. Stores are awarded points across a variety of areas including waste reduction, water and energy conservation, and responsible material sourcing.

### Why does it matter?

As retailers race to meet their ESG targets, clear frameworks provide them with the necessary toolkit to drive lasting change.

### Strategic implications:

Retailers must examine and address their full value chain if they are to meet their ESG goals.

### STEPIC drivers/Winning Strategies:

Power in purpose  
Agility and focus



ESTÉE  
LAUDER  
COMPANIES

*"Sustainability has long been part of our corporate strategy and company culture, and our new Responsible Store Design programme is a creative and impactful way to showcase ELC's sustainability commitments to both our employees and our consumers."*

Al Iannuzzi, vice-president of sustainability at Estée Lauder Companies

