

Perspective Hall of Fame – Leonard Lauder

Perspectives: June 17th, 2025

Estée Lauder’s Chairman Emeritus, Leonard Lauder, passed away on June 14th at the age of 92, ‘surrounded by family’.



Source: Estée Lauder website

He joined the business in 1958, when he was 24, and over more than 60 years contributed to build, from humble origins, a widely respected global cosmetics industry leader. Estée Lauder today makes and distributes a vast range of skin care, makeup, fragrances, and hair care category products across 23 global brands and in approximately 150 countries. It remains tightly controlled by the founding Lauder family.

I carved out a selection of phrases from the official public press release [available at <https://www.elcompanies.com/en/news-and-media/newsroom/press-releases/2025/06-15-2025-175417495>]. I have no good reason to believe that any of these would be lies. It would surely have been impossible for him to have fooled all of the people all of the time for 67 years!

To me, these selected phrases provide a rare glimpse into the kind of human being that he was, the long-term values of the Lauder family, and the culture of the business that has endured to this day. I so wish that more listed

businesses had the courage, gumption, and wherewithal to talk this clearly about what *really* matters - in business, and, more importantly, in life.

“a pioneer, visionary and innovator”

“a most charitable man”

“above all, a man who practised kindness with everyone he met”

“he believed employees were the heart and soul, and treated them like family members”

“deeply compassionate man who cared profoundly about every person in the company”

“challenged the status quo”

“created the first R&D laboratory”

“a legendary brand builder”

“remained deeply involved in acquisition strategy”

“the best mentor”

“role he relished most was CTO – Chief Teaching Officer”

Our work continues...

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