



# The Estée Lauder Companies Partners with Adobe to Scale the Production of Digital Marketing with Firefly Generative AI

- **Creating engaging content is critical in the fast-moving prestige beauty industry, and The Estée Lauder Companies (ELC) is adopting Adobe Firefly to shorten the time it takes to launch digital marketing campaigns, using generative AI to accelerate content production**
- **ELC is leveraging solutions including Adobe Firefly Services—a collection of creative and generative APIs—that bring generative AI directly into production workflows to handle repetitive tasks such as resizing and reformatting marketing assets**
- **Survey findings indicate that content demands are expected to quintuple through 2026, making generative AI impactful for ELC creatives to simplify production tasks and focus on incubating new ideas**

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SAN JOSE, Calif. & NEW YORK--(BUSINESS WIRE)--Today, Adobe (Nasdaq:ADBE) announced a partnership with The Estée Lauder Companies (NYSE:EL) (ELC) where the company is adopting Adobe Firefly and redefining its process of launching digital marketing campaigns through generative AI. As the parent company to iconic brands such as Clinique, Estée Lauder, Jo Malone London, La Mer, and M•A•C Cosmetics, ELC connects with consumers across roughly 150 countries and territories. With a strong focus on innovation and speed to market, ELC is investing in digital advertising to engage its diverse and unique consumer base. By integrating Firefly across existing Adobe Creative Cloud workflows, ELC will drive efficiency, accelerate campaign execution and empower creative teams to recapture time—and focus on ideating and creating new artistic concepts.

Across digital channels, different formats (text, image, shopping, app promotion) and sizes for marketing campaigns contribute to hundreds of thousands of assets needed every year. Teams are burdened with repetitive tasks that take time away from driving new design concepts and connecting with different audiences. This partnership underscores ELC's newly unveiled [Beauty Reimagined](#), a bold strategic vision aimed at establishing ELC as the best consumer-centric prestige beauty company in the world. A key focus of this plan includes driving transformative innovation to accelerate speed-to-market, as well as

boosting consumer-facing investments to accelerate new customer acquisition. By harnessing Adobe's Firefly capabilities to streamline content production, ELC reinforces its commitment to this vision—ensuring impactful, consumer-driven engagement at scale.

Through leveraging Adobe Firefly Services—a collection of creative and generative APIs—ELC can reimagine content production as additional campaigns are required to engage consumers who are more digital than ever. In fact, survey stats show nearly two-third of marketers\* believe the demand for content will quintuple between 2024 and 2026. With features such as [Generative Expand](#) seamlessly integrated into existing workflows, images can be intelligently resized and optimized for various formats. Teams can quickly deliver assets with text and imagery intuitively placed, ready for distribution across digital marketing channels.

“Maintaining mindshare on digital channels such as social media is important in the competitive beauty industry, but oftentimes the content requirements for each platform stresses our ability to deliver new campaigns,” said Justin Edwards, Vice President, Global Digital Creative and Brand Image, M•A•C Cosmetics. “The M•A•C Cosmetics team was the first to explore the potential of generative AI for the company through Adobe Firefly Services, and we believe it will remove hurdles that currently prevent our designers from focusing on their craft.”

“Adobe Firefly Services APIs surface decades of Adobe innovation across our foundational AI models and applications such as Photoshop and InDesign, to assist with daily tasks that are crucial but can often be repetitive and time-intensive,” said Varun Parmar, general manager, Adobe GenStudio and Firefly for Enterprise. “The Estée Lauder Companies have shown an incredibly compelling and practical application of generative AI, which allows design teams to focus more time on their craft and ideating eye catching creative for its portfolio of nearly 25 brands.”

As part of its new content production workflow, ELC also needed to modernize its digital asset management (DAM) system. The DAM houses the company's entire library of images, logos, patterns and more—assets that anchor the creation of digital content. ELC is now leveraging Adobe Experience Manager Assets as a Cloud Service to enhance their DAM and drive greater operational efficiency. This creates an architecture where assets can be uploaded with greater speed, along with enhanced search capabilities for teams to quickly locate assets and gain actionable insights on usage and performance. It further shortens the time it takes to build and deliver assets for digital campaigns.

“At The Estée Lauder Companies, we need to keep pace with a changing environment where an increasingly large share of transactions is happening through digital channels such as mobile devices,” said Yuri Ezhkov, Vice President, Creative Center of Excellence, The Estée Lauder Companies. “We have a trusted partner in Adobe to provide generative AI technologies that are safe for commercial use, with tools that enable our design teams to operate more nimbly and be free to focus on ideating.”

### **About Adobe**

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### **About The Estée Lauder Companies Inc.**

[The Estée Lauder Companies Inc.](#) is one of the world's leading manufacturers, marketers, and sellers of quality skin care, makeup, fragrance, and hair care products, and is a steward of luxury and prestige brands globally. The company's products are sold in approximately 150 countries and territories under brand names including: Estée Lauder, Aramis, Clinique, Lab Series, Origins, M·A·C, La Mer, Bobbi Brown Cosmetics, Aveda, Jo Malone London, Bumble and bumble, Darphin Paris, TOM FORD, Smashbox, AERIN Beauty, Le Labo, Editions de Parfums Frédéric Malle, GLAMGLOW, KILIAN PARIS, Too Faced, Dr.Jart+, the DECIEM family of brands, including The Ordinary and NIOD, and BALMAIN Beauty.

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*\*Adobe Survey of 2,841 marketers in markets including the U.S., Australia, France, Germany, India, Japan, and the U.K. (fielded from Feb. 27 to Mar. 7, 2024)*

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