

Estée Lauder teams up with Nigeria's Jumia

The Estée Lauder Companies has partnered with Nigerian online retailer Jumia to launch three of the company's brands – Clinique, Estée Lauder and Aramis.



Commenting on the partnership, Jumia Nigeria's CEO Juliet Anammah had this to say: "With this new partnership on the Jumia platform customers and beauty enthusiasts all over Nigeria can now access the premium products from Clinique, Estée Lauder and Aramis with the assurance of Jumia's buyer protection. Each of our visitors will enjoy country-wide delivery, 7-day free returns, and varied payment options including cash on delivery."

"The Estée Lauder Companies is excited about this partnership with Jumia in Nigeria. Many of our consumers currently do not have regular access to our products, specifically in Lagos and Abuja. Our fully branded "stores-in-store" on Jumia will provide women and men all over Nigeria with the opportunity to enjoy our brands via an educational and convenient online shopping experience, and with full confidence on our products authenticity," said Mario Lazzaroni, country manager for The Estée Lauder Companies, sub-Saharan Africa.