

ADVERTISING

## Emilia Clarke cast as Dior Joaillerie ambassador

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*Emilia Clarke for Dior Joaillerie*

By STAFF REPORTS

French atelier Christian Dior has selected the "mother of dragons" to represent its Rose des Vents jewelry collection in print advertisements.

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Actress Emilia Clarke, who plays Daenerys Targaryen on HBO's "Game of Thrones," was recently chosen as the Sexiest Woman Alive by men's lifestyle magazine Esquire. The newfound accolade, which follows Woman of the Year by GQ, has likely catapulted Ms. Clarke's popularity among consumers who are not fans of the television show.

Destiny and Dior

In the first, Ms. Clarke wears a classic black turtleneck and a bold red lip with minimal makeup. She also wears blue-and-green Dior Joaillerie Rose des Vents necklaces line of different lengths and a number of charm bracelets, all of which pop against her dark shirt.

The second shot also yields a classic traditional look, with Ms. Clarke wearing a white men's styled button down shirt, unbuttoned to show her skin beneath. As with the first, Ms. Clarke wears little makeup as to highlight the jeweler rather than her beauty.



**Dior**  
FINE JEWELRY

Rose des Vents collection  
The art of jewelry  
The art of life

*Emilia Clarke for Dior Joaillerie*

Jewelry from the Rose des Vents collection selected for the second image are more subtle than the blue-and-green pieces using whites and metal hues.

The Rose des Vents collection features a medallion created by Dior Joaillerie creative director Victoire de Castellane that represents a lucky metal star that Mr. Dior found when the house was established in 1947 and always carried on his person.

Each piece is a double-sided medallion. On one side is a diamond set in the center of a rose des vents star of pink gold while the reverse is set with a precious stone representing one of the cardinal directions ([see story](#)).



*Rose des Vents piece with a turquoise stone to signify south*

Ms. Clarke's debut campaign for Dior, also her first for any luxury house, was shot by fashion photographer Patrick Demarchelier and features the actress in two different looks. The 29-year old actress is expected to follow in the footsteps of fellow ambassadors Jennifer Lawrence, Natalie Portman, Rihanna and Marion Cotillard, who reprise their roles often.

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