

ADVERTISING

Chanel extends Kristen Stewart relationship to include beauty

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Chanel Metiers d'Art ad campaign image with Kristen Stewart

By STAFF REPORTS

French fashion house Chanel has selected actress Kristen Stewart as the new face of its cosmetics.

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In the past, Ms. Stewart has worked with Chanel in both print and digital marketing, but for the atelier's ready-to-wear lines and concepts exploring heritage. Selecting a familiar face for the cosmetics segment maintains brand consistency, and given Ms. Stewart's fanbase of young girls from the "Twilight" film franchise, beauty products offer an entry-level price point.

Old friends

Ms. Stewart, counted as a muse by Chanel creative director Karl Lagerfeld, was cast in the print advertisements for the Metiers d'Art Paris-Dallas collection in 2013 ([see story](#)).

The actress was also enlisted as one of three women hand-selected by Mr. Lagerfeld to represent Chanel handbags in a print campaign ([see story](#)).

Most recently, Ms. Stewart was featured in a digital campaign created for the Metiers d'Art show in Rome in December 2015. In the film, Ms. Stewart portrays an actress playing brand founder Gabrielle "Coco" Chanel ([see story](#)).

Now, Chanel is expanding Ms. Stewart's role as an apparel and accessories ambassador to beauty.

The upcoming campaign will debut next month and is called Collection Eyes 2016. Photographed by Mario Testino, the campaign will feature a series of portraits that capture different facets of the contemporary woman, per Chanel's statement given to [WWD](#).



Kristen Stewart for Chanel beauty

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