

ADVERTISING

## Chanel taps Willow Smith as brand ambassador

March 9, 2016



*Instagram image of Willow Smith from Chanel's show*

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By STAFF REPORTS

French couture house Chanel is the latest brand to align itself with teenage celebrity Willow Smith, choosing the star as its ambassadress.

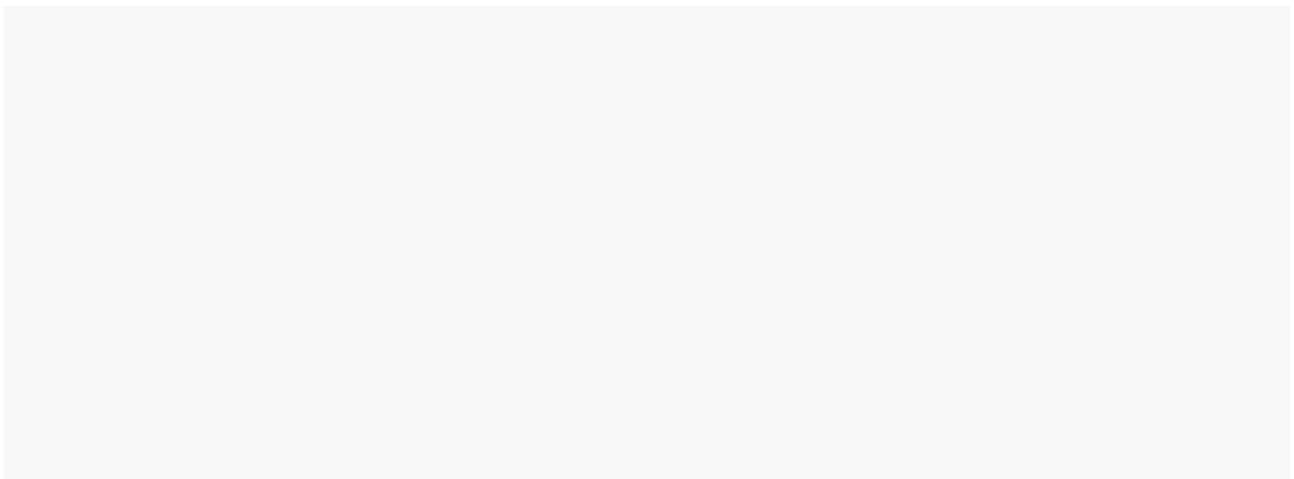
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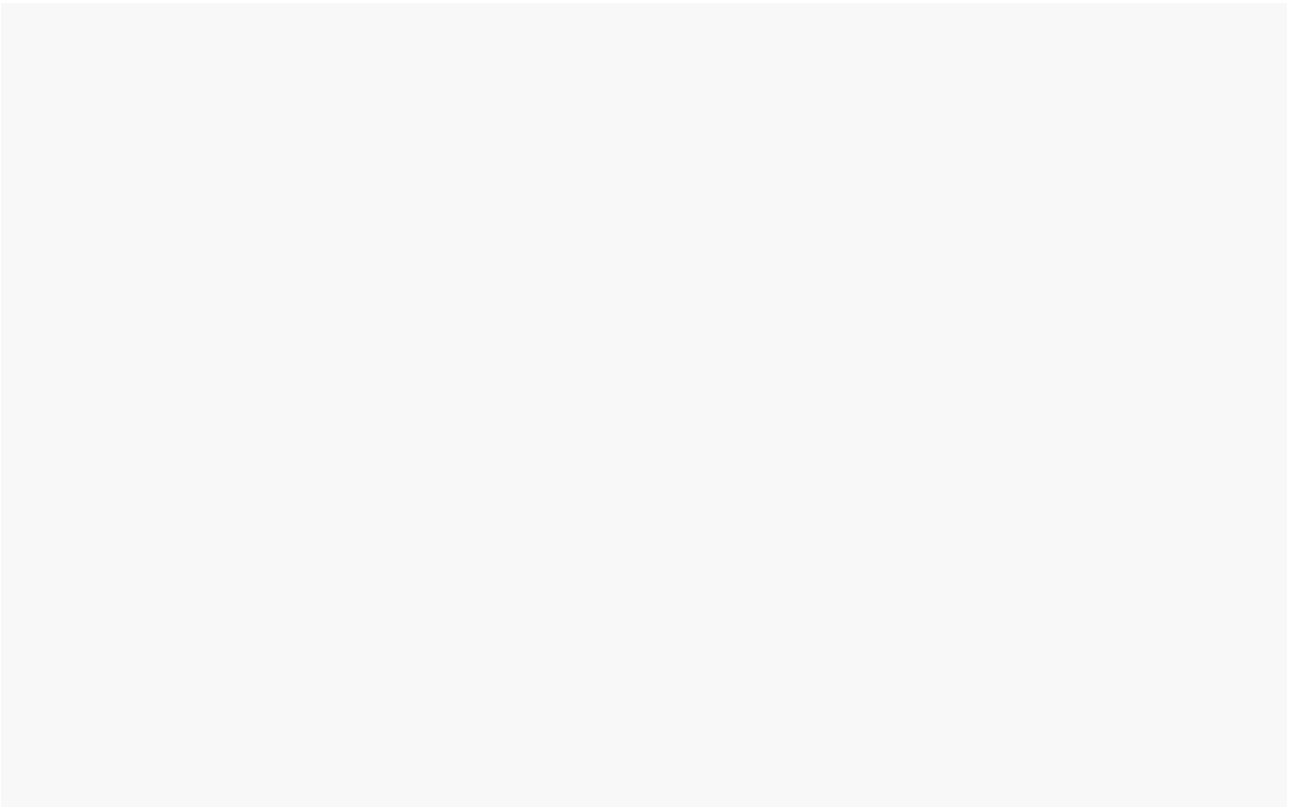
The 15-year-old singer-actress-dancer and progeny of Will Smith and Jada Pinkett Smith is perhaps best known for individuality in art and personal style. Chanel has been courting younger consumers with the casting of stars such as Kristen Stewart and Lily Rose Depp, in addition to Ms. Smith.

Whip my hair

Chanel officially announced Ms. Smith as its latest ambassadress via a tweet during its fall/winter 2016 runway show in Paris March 8. The celebrity attended the #FrontRowOnly show in a fitted jumpsuit, documenting the day on her Instagram account through pictures with Kendal

About her new role, Ms. Smith shared her appreciation to the brand for "expanding the perceptions of beauty" in selecting her and included the hashtag #BlackGirlMagic.





<@chanelofficial> // Thank you Karl Lagerfeld and the entire team at Chanel for expanding the perceptions of "beauty" by picking me to be the new Chanel ambassador. I am honored. #BLACKGIRLMAGIC

A photo posted by IloW S (@gweelos) on Mar 8, 2016 at 7:21am PST

This is not the first time Ms. Smith has lent her talents to a fashion brand. She appeared in Marc Jacobs' fall/winter 2015 ad campaign, which featured some of the designer's muses ([see story](#)).

Ms. Smith's older brother Jaden has also become a fashion darling.

French fashion house Louis Vuitton is embracing gender fluidity by casting Jaden Smith in its latest women's wear campaign.

Through a post on Instagram, Louis Vuitton creative director Nicolas Ghesquire shared an image of the young actor wearing apparel from the brand's spring/summer 2016 collection for women. Mr. Smith's appearance in the effort, part of the ongoing numbered "Series" advertisements, may help Louis Vuitton market to a younger demographic ([see story](#)).

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