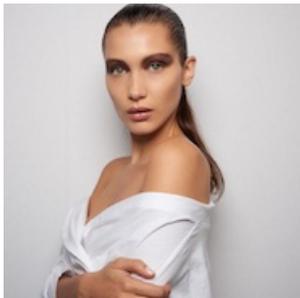


FRAGRANCE AND PERSONAL CARE

## Dior taps Bella Hadid's social celebrity for beauty marketing

May 31, 2016



*Bella Hadid for Dior*

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By STAFF REPORTS

French couture label Dior is leveraging Bella Hadid's Instagram fame for the announcement of the model as its latest beauty ambassador and face.

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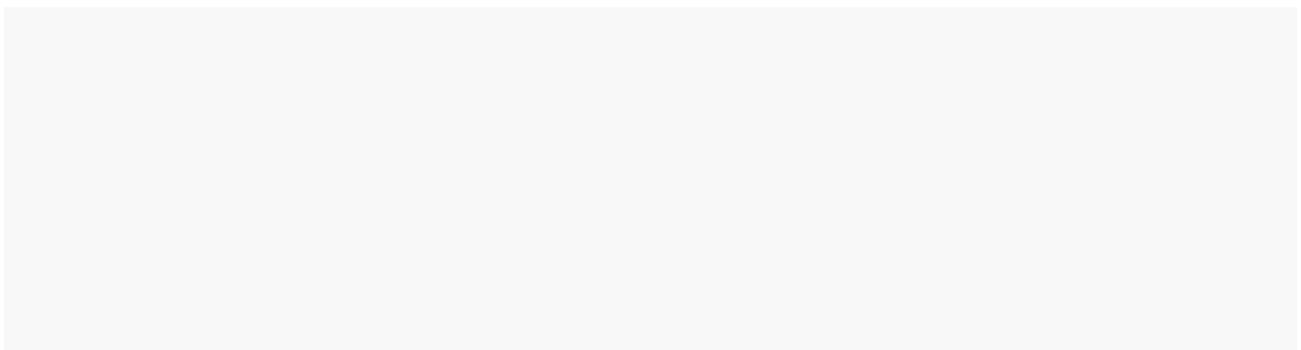
Breaking the news on the its dedicated beauty Instagram account, Dior spoke to its followers first, creating a feeling of intimacy among fans. Ensuring a tuned-in audience for the reveal, Dior shared its latest face just hours before its cruise 2017 runway show on May 31 in London, when enthusiasts would be checking out its social feeds for backstage content.

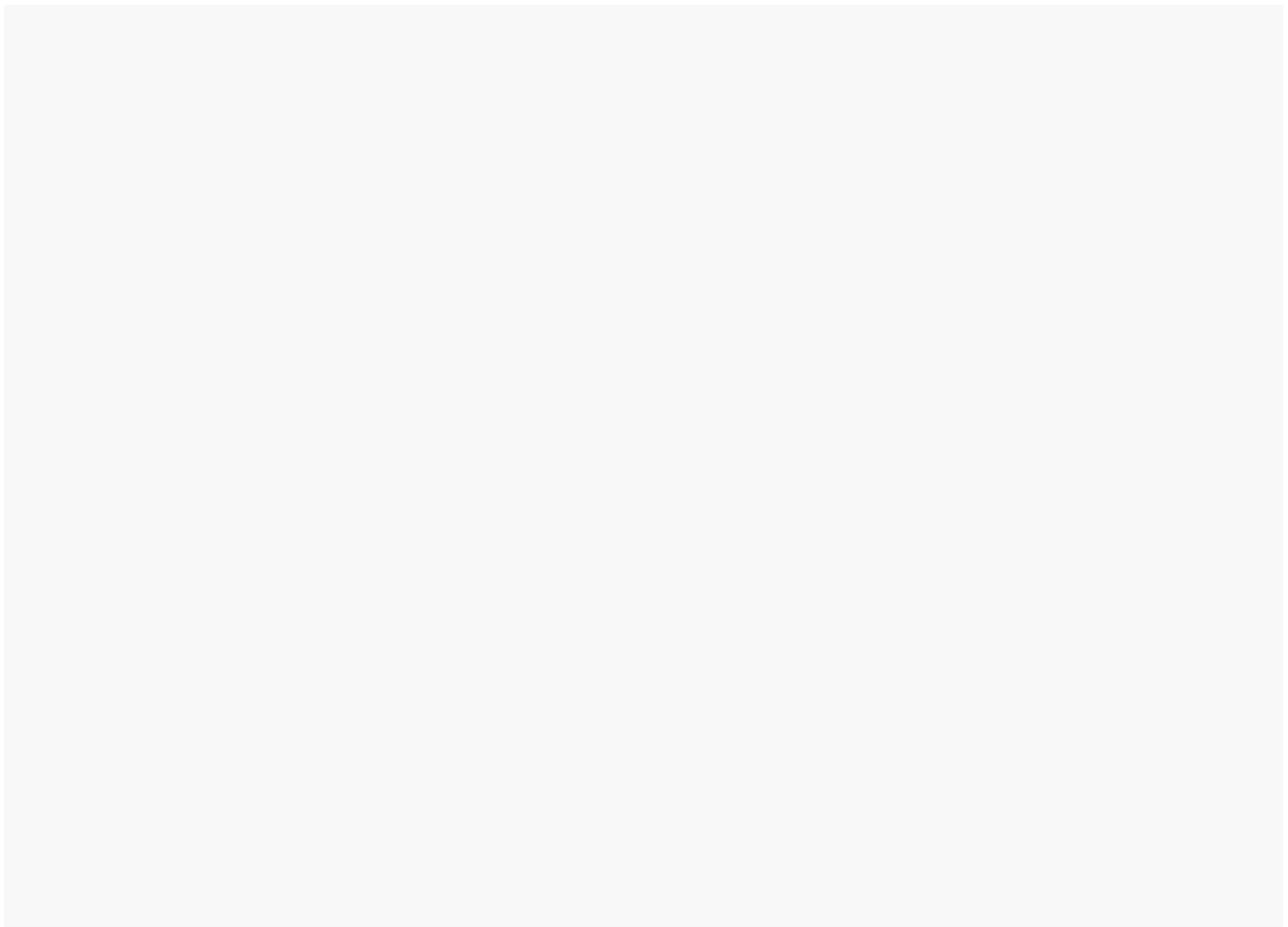
### Fresh talent

Ms. Hadid, still a relative newcomer to the modeling industry, has an Instagram audience of 4.6 million. The model and younger sister of similarly Instafamous Gigi has appeared in campaigns for Balmain and Versace, as well as walking in runway shows for the likes of Tom Ford and Chanel.

Dior has frequently cast traditional celebrities in its beauty campaigns, including Natalie Portman and Jennifer Lawrence. With Ms. Hadid, Dior gets the best of both worlds a household name and a professional model.

Making its announcement, Dior shared a photo of Ms. Hadid made up for its runway show, adding a GIF of makeup artist Peter Philips interacting with the model as he puts final touches onto the look.

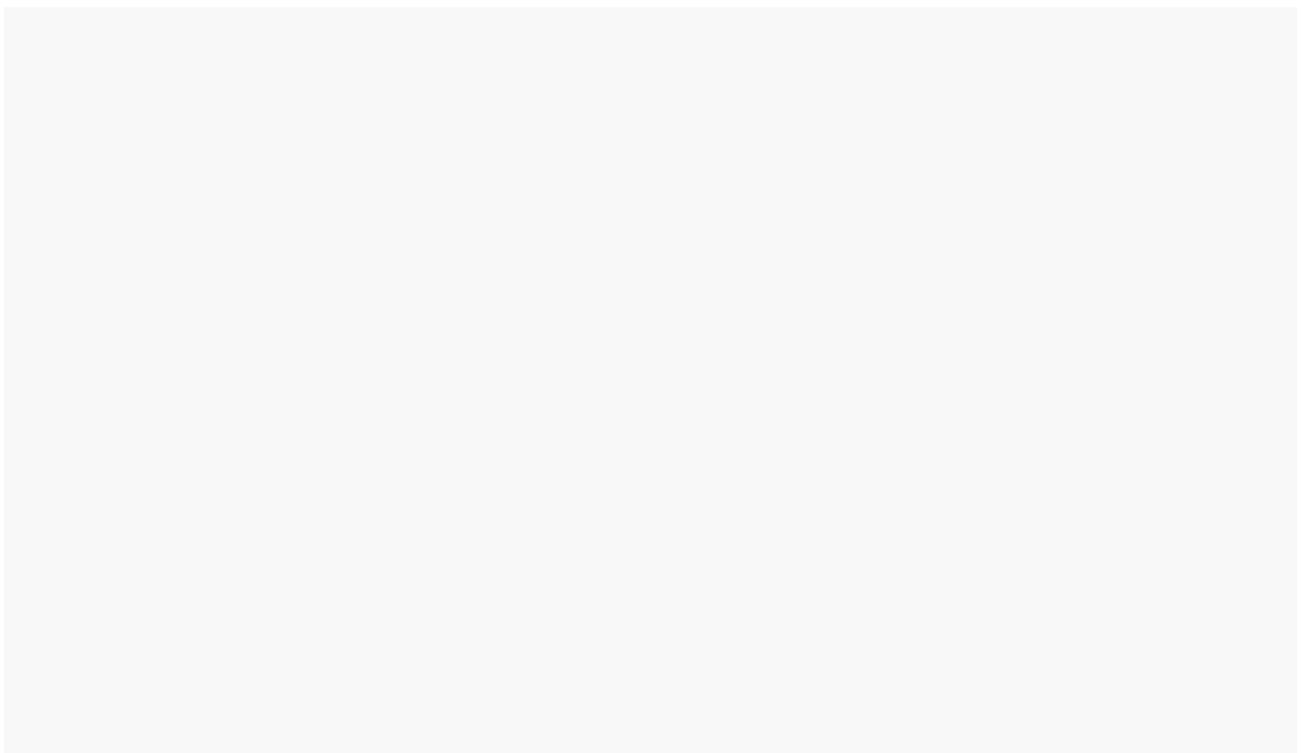


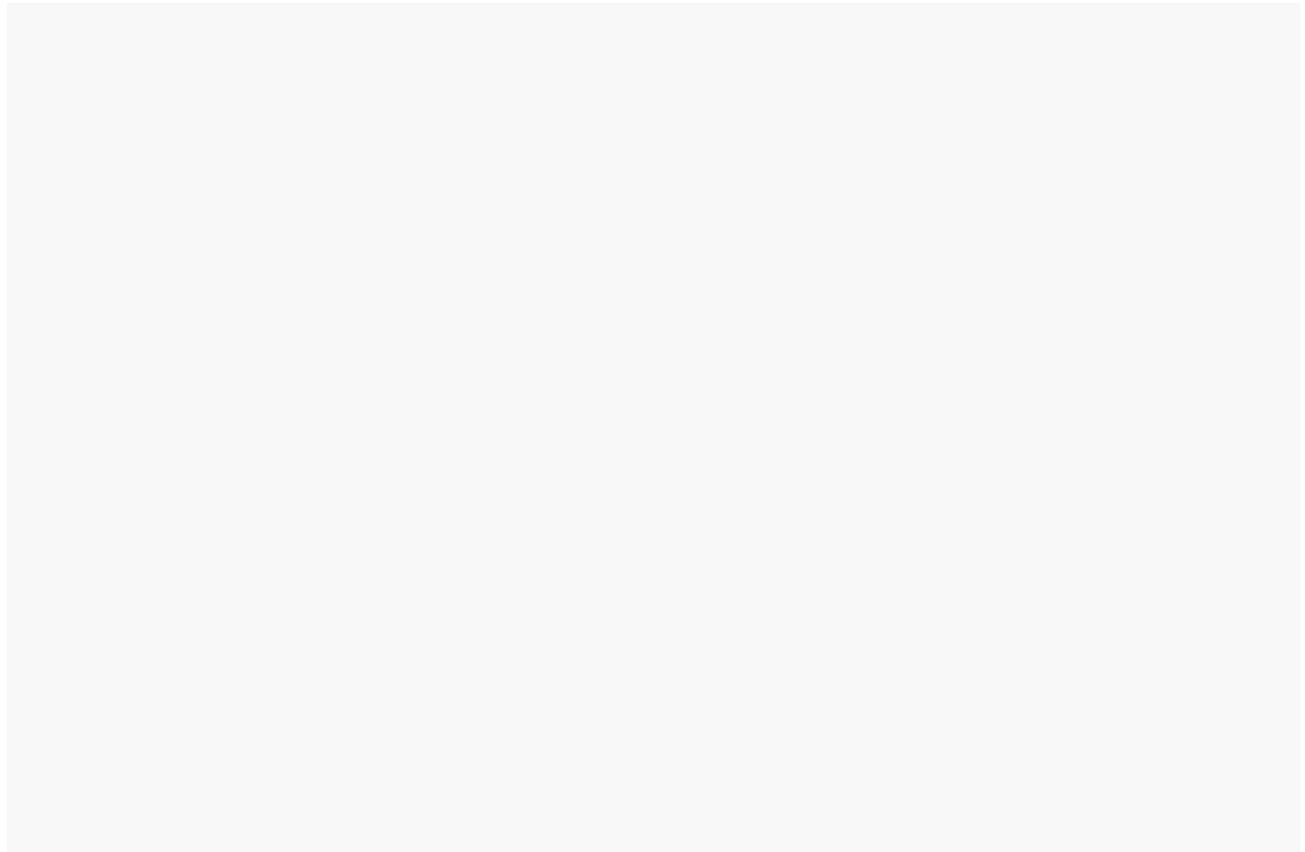


Dior Backstage makeup moment between @bellahadid and @peterphilipsmakeup #DiorCruise #shinedontbeshy

A video posted by Dior Makeup (@diormakeup) on May 31, 2016 at 6:37am PDT

Ms. Hadid also took to Instagram, sharing her excitement at being chosen, calling it a "dream come true" and voicing her anticipation for the upcoming show.





So beyond excited to announce that I am the new ambassador and face for @DiorMakeup !!! What a dream come true. Can't wait for the show today at Blenheim Palace @dior #happiness #cruise

A photo posted by Bella Hadid (@bellahadid) on May 31, 2016 at 5:50am PDT

Other beauty labels have harnessed the power of the new generation of catwalk celebrities for their campaigns.

Beauty marketer Este Lauder signed reality television star-turned high fashion model Kendall Jenner as its face in 2014.

In addition to appearing in ads across print, television and digital, Ms. Jenner creates branded social media content for her own channels and Este Lauder's. As a "breakout star" in fashion, Ms. Jenner's ads will likely draw attention from younger consumers ([see story](#)).

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