

FRAGRANCE AND PERSONAL CARE

## Dior films backstage excitement to usher in new beauty ambassador

June 8, 2016



*Bella Hadid for Dior cruise 2017*

---

By STAFF REPORTS

French atelier Christian Dior's newly recruited beauty ambassador Bella Hadid is giving consumers a sneak peek of what goes on before a runway presentation begins.

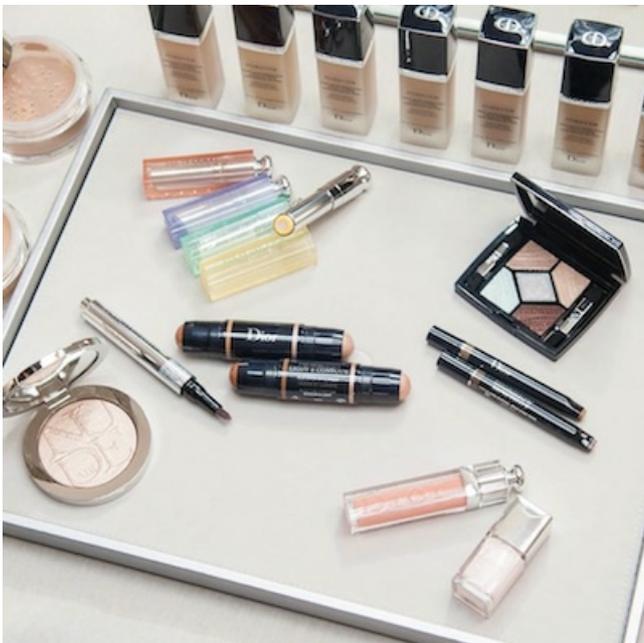
Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Dior announced Ms. Hadid's appointment on May 31 with an Instagram post on its dedicated beauty account hours before its cruise 2017 runway show in London, just as enthusiasts would be checking out its social feeds for backstage content ([see story](#)). As Dior's beauty ambassador, Ms. Hadid will star in a series of category-related films for the brand, allowing the atelier to leverage her large social following.

### Introducing Bella

The first Ms. Hadid-fronted film was released in the days following Dior's Blenheim Palace presentation. Doing so prolongs the discussion surrounding the cruise collection, but shifts attention to Dior's cosmetic offerings.

Dior's first episode in "Dior Makeup Live with Bella Hadid" series serves as an introduction to the model and the cruise beauty collection developed by Peter Philips, creative and image director for Dior Makeup.



*Dior products used to create the cruise 2017 beauty look*

The episode begins with backstage preparations for the cruise 2017 runway show. The viewer first sees the Dior hair and makeup teams readying models for the catwalk as Ms. Hadid walks up and hugs Mr. Philips.

Next, Ms. Hadid sits in Mr. Philips' chair as he creates a graphic and magnetic smoky eye. As he applies the makeup to her face, Mr. Philips explains that the look begins with simple contouring, but that the main focus is on the eyes.

At the mention of contouring, Ms. Hadid lights up saying the foundation technique is her favorite. With the contouring complete, Mr. Philips starts on the smokey eye using the darkest shade in a Dior eyeshadow palette to create a color block.



*Bella Hadid as Peter Philips applies makeup for Dior's cruise 2017 show*

The finished look is paired with a peach-hued lip gloss and nude fingernail polish. Once the beauty look is complete, Mr. Philips wishes Ms. Hadid a good show and they say their goodbyes.

In the following scenes, models are shown putting on pieces from the collection as the attendees waiting for the show to begin. The episode ends with a slow motion shot of Ms. Hadid walking Dior's runway.

As the presentation continues after Ms. Hadid walks by, a text overlay reads through the beauty products seen in the episode in order of appearance.

*The Backstage - Dior Cruise at Blenheim Palace, starring Peter Philips & Bella Hadid*

For future episodes of Dior Makeup Live with Bella Hadid, the model will share her favorite Dior products as she takes part in fun and quirky beauty experiences with the brand.

In addition to tapping a model with a strong Instagram presence, Dior is also ensuring that the brand's beauty category receives an ample amount of attention on its own through a dedicated account of the image-sharing platform.

Dior gave its beauty division a platform on Instagram in March to boost the visibility of its personal care products.

The house announced through its already established social channels that Dior Makeup had been given its own account on Instagram to segue an already active community to the new content page specific to cosmetics. Beauty products often fare the best on Instagram due to the visual nature of the platform, resulting in stronger interaction with the brand and items ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.