

FRAGRANCE AND PERSONAL CARE

Dior preps for 2016's end with party-ready beauty tutorial

December 30, 2016



Bella Hadid for Dior Makeup

By STAFF REPORTS

French atelier Christian Dior tapped its beauty ambassador Bella Hadid to share her go-to party look as consumers ready for New Year's Eve celebrations.

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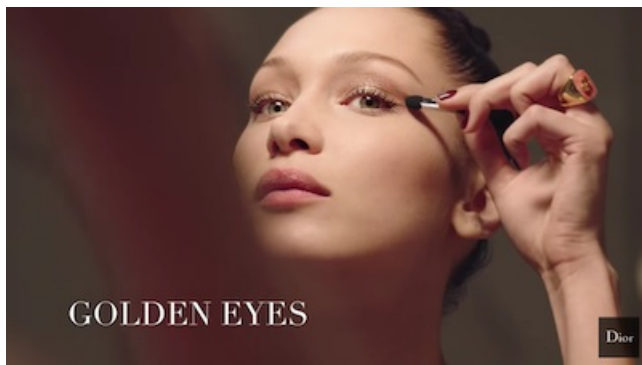
Dior debuted its beauty video content with Ms. Hadid on Dec. 30, just as many consumers are likely to be finalizing plans and outfits to ring in the new year. Ms. Hadid's massive social media following of 9.1 million on Instagram alone, ensures that Dior's content is visible by a coveted demographic of consumers, millennials.

Ready to revel

Part of the on going #DiorMakeupWithBella series, Ms. Hadid begins with asking viewers if they are interested in viewing what she keeps in her handbag. A voiceover of Ms. Hadid says that she never goes out without the essentials as she is shown fixing her makeup in a mirror.

When the camera pans out, the viewer sees that Ms. Hadid is in a lady's restroom, a common place for revelers to reapply their makeup. Ms. Hadid cheerfully shares what is in her purse, starting with Diorshow Mono eyeshadow, Diorshow Pro-liner eye pencil, Overcurl mascara, Rouge Dior lipstick and Diorskin Nude Air Luminizer pressed powder.

Her last item kept in her handbag besides her Dior cosmetics is her smartphone.



Video still of Bella Hadid applying Dior cosmetics

As the minute-long video continues, Ms. Hadid is shown applying eyeshadow in the mirror. As she applies the shade from her handbag, she explains that gold is a good shade choice if you're looking to catch someone's eye.

Next she adds a thick line of eyeliner on her upper lash line for "added drama." She finishes the look with a few swipes of Dior mascara, which "never lets you down," and puts on her earrings along with a touch of illuminating powder since the "party does the rest."

Ms. Hadid then adjusts the straps on her dress, does a little turn, to make sure everything's perfect. As she walks toward the camera she applies a bold lip, blows an air kiss and tells the viewer, "Now you're ready to party."

The party Bella Hadid's guide to go out

Dior selected Ms. Hadid as a beauty ambassador in May by leveraging the model's Instagram fame for the announcement.

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 ([see story](#)).

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