

FRAGRANCE AND PERSONAL CARE

## Cl de Peau Beaut taps Felicity Jones as latest face

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*Cl de Peau Beaut has named Felicity Jones its new face. Image credit: Cl de Peau Beaut*

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By STAFF REPORTS

Shiseido-owned Cl de Peau Beaut has chosen British actress Felicity Jones to embody its aspirational yet approachable philosophy.

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Serving as the face of Cl de Peau Beaut's global brand face, the Oxford educated artist will make appearances at events and star in advertising. While Ms. Jones' debut campaign for the label leans on her British roots, Cl de Peau does not currently retail its products in the United Kingdom.

New face

Ms. Jones is most well-known for her starring role in the Steven Hawking biopic "The Theory of Everything," for which she was nominated for an Academy Award, BAFTA, SAG and Golden Globe. She also appeared in "Rogue One: A Star Wars Story."

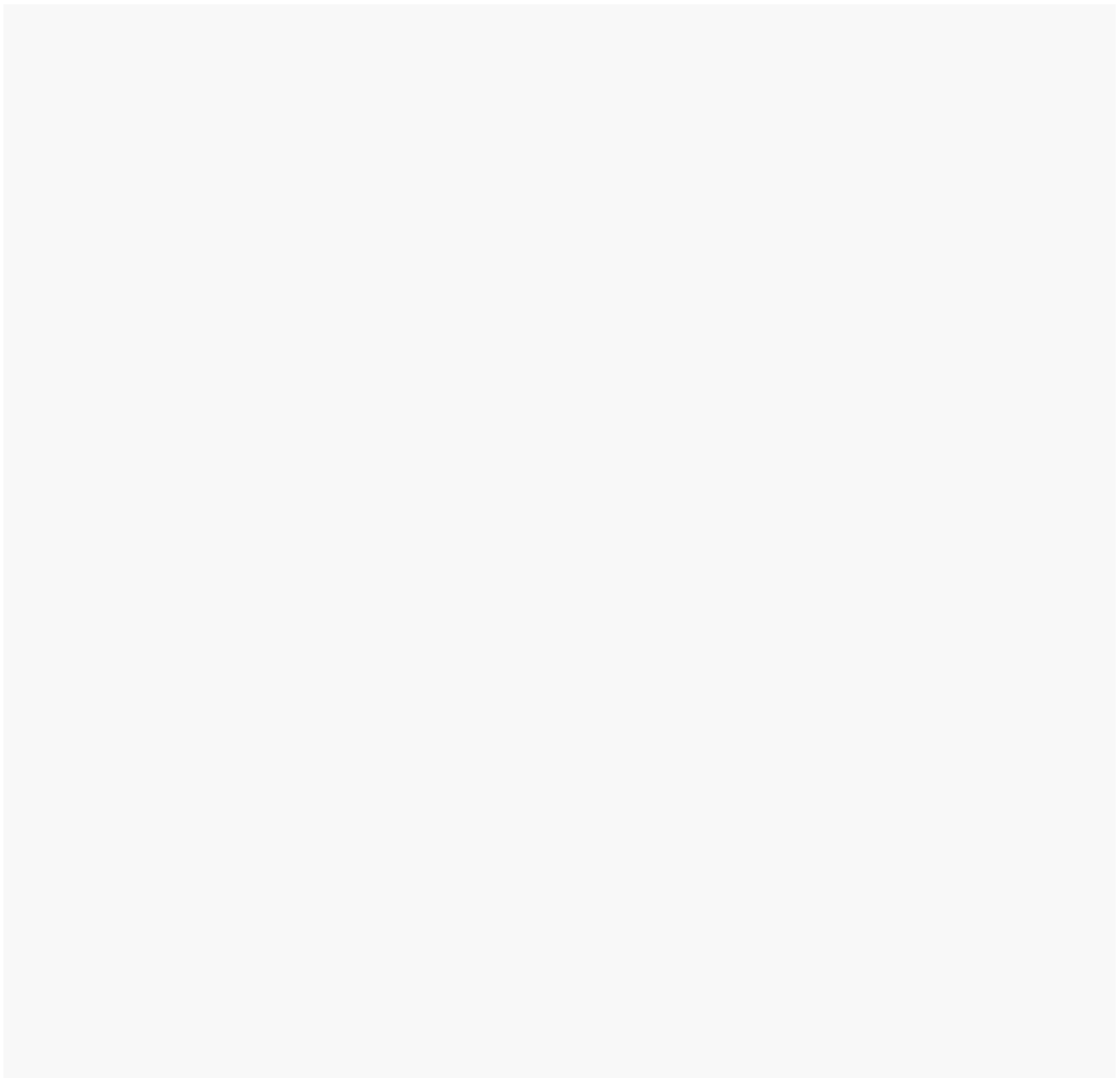
She will next take on the role of Ruth Bader Ginsberg in a biopic about the Supreme Court justice and star in director Luca Guadagnino's ballet-inspired film "Swan Lake."

For Cl de Peau, Ms. Jones will first star in an ad campaign for spring/summer 2018 by British photographer David Sims. Shot over the course of two days in London, the ads will appear across print and online in Asia, the United States, Canada, Russia and travel retail.

"It's important to me that my values align with any brand I'm affiliated with," Ms. Jones said in a statement. "Cl de Peau Beaut made it clear that they approached me because of my principles and dedication. I'm so proud of the spring/summer 2018 campaign and cannot wait to unveil it to the world."

Ms. Jones will also make appearances at global launch events, starting with one in January.

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Announcing the new face of Cl de Peau Beaut. Felicity Jones. The Oscar-nominated actor epitomizes the very core of the brand: Intelligent. Uncompromising. Exquisite. Campaign premieres January 2018.

A post shared by Cl de Peau Beaut Official (@cledepeaubeaute) on Nov 14, 2017 at 10:16pm PST

"A crucial element of Cl de Peau Beaut is to help customers feel that our brand belongs in their lives," said Yukari Suzuki, brand director of Cl de Peau Beaut, in a statement. "Felicity is aspirational, yet highly relatable, which makes her the ideal face of Cl de Peau Beaut.

"She embodies the brand's DNA: intelligent, uncompromising and exquisite," she said. "Her passion and incredible dedication to her craft have allowed her to make an impact on the world and those around her."

The beauty label has had an ongoing partnership with ambassador Amanda Seyfried since 2010, with the actress appearing in campaigns and content ([see story](#)).