

FRAGRANCE AND PERSONAL CARE

## Dior casts model crew to show lip balm love

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*Dior's Lip Glow campaign featuring Bella Hadid. Image courtesy of Dior Makeup*

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By STAFF REPORTS

French couture house Christian Dior is gathering together a girl gang to showcase a cosmetic as individualized as them.

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The brand has dubbed Bella Hadid the "Queen of Glow," tapping the model and brand beauty ambassador as the first face of its popular Lip Glow. A campaign launching in February plays off the tinted balm's ability to adapt to different wearers' pH by featuring the newest shades on a squad of models.

### Girl squad

Dior originally created Lip Glow in 2009 as the brand's first color reviver lip balm. The mango butter-infused formula provides a customized flush of pink and 24 hours of moisture.

A popular product for Dior, a tube of Lip Glow is sold every three seconds.

"Dior Lip Glow is a lip balm, and so much more," said Peter Philips, creative and image director for Dior Makeup, in a statement. "It has become an essential part of women's routines, as it is a fantastic combination of lip care and makeup. It is so intuitively simple to apply, you don't even need a mirror, and it provides incredible and refreshing tailor-made color."



*Dior's Lip Glow is a popular product for the brand. Image credit: Dior*

Expanding the line to address current makeup trends, Dior is adding Matte Glow and iridescent Holo Glow shades, as well as two new hues of the original Lip Glow.

Launching these new colors, Dior cast Ms. Hadid and a group of models in a campaign shot by Cass Bird. The effort shows the squad having fun and professing their affection for the balm.

Representing the hardworking nature of the lipstick that matches the modern woman's own work ethic, the campaign includes the slogan "Let's glow girls."

#### *Dior Lip Glow - New Glow Squad*

Christian Dior has leveraged the It-girl popularity of Ms. Hadid through beauty-themed social videos, a surefire way to glean the attention of millennials and Gen Z.

Ms. Hadid was appointed Dior Makeup's ambassador in 2016 and counts nearly 10 million followers on her Instagram alone, ensuring any content created with the Dior is visible beyond its own social community. Since being named the face of Dior Makeup, Ms. Hadid has been featured in a number of tutorialized-yet-candid social films that feature the brand's cosmetics ([see story](#)).

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