

APPAREL AND ACCESSORIES

Margot Robbie steps onto Oscars red carpet as Chanel ambassador

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Margot Robbie hits the Red Carpet in a white Chanel gown. Image credit: David Fisher, Shutterstock.

By STAFF REPORTS

French label Chanel brought an Academy Award-nominated actress along as part of its group of ambassadors on Hollywood's biggest day.

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"I, Tonya" actress Margot Robbie stepped onto the runway before the Academy Awards on March 4 in a specially made Chanel dress, designed by Karl Lagerfeld himself. The moment marked the beginning of the actress' relationship with the label, where she will act as a Chanel ambassador.

Red carpet debut

It has been reported that Ms. Robbie stated she wanted her dress to be a representation of herself as a person. Mr. Lagerfeld designed a white gown for the Oscars with light modern embroidery that Ms. Robbie felt was fitting to her style.

The actress completed her look with Chanel jewelry as well as Chanel makeup, as she wholly embraced the brand.

While the design made headlines as one of the most coveted looks of the night, reports came out that Ms. Robbie's dress had a malfunction that she fixed herself. One of the actress' beaded straps fell off and reports have noted that many saw Ms. Robbie's assistant handing her a sewing kit, which Ms. Robbie used herself to fix the strap with.



Margot Robbie for Chanel. Image credit: Getty Images.

The ambassador also recently attended the Critics Choice Awards dressed in a black and white Chanel gown.

She was also seen at the Charles Finch and Chanel Pre-Oscar Awards Dinner on March 3, at the restaurant Madeo in Beverly Hills wearing another Chanel dress in black and adorned with beads.

Chanel's newest ambassador will be joining other celebrities such as Keira Knightley, Lily-Rose Depp and Caroline de Maigret as a figure for the brand.

The French label recently commanded attention in a new Coco campaign that depicts the perfume as the life of the party.

Ms. Knightley made her return as the face of Coco Mademoiselle in the spot that depicts a carefree soiree in which Coco embraces a fun yet powerful ethos. The one-minute film celebrates the new Eau de Parfum Intense ([see more](#)).