

FRAGRANCE AND PERSONAL CARE

Dior collaborates with Jennifer Lawrence on new fragrance campaign

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Jennifer Lawrence is the face of the new Dior scent. Image credit: Dior

By STAFF REPORTS

French fashion label Christian Dior has extended the role of a frequent brand face to market its latest women's perfume.

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Actress Jennifer Lawrence is the spokeswoman for Dior's new women's perfume, building on a long-standing relationship with the brand. She joins other notable celebrities such as Natalie Portman and Charlize Theron, who are also Dior Parfums spokesmodels.

New scents

The label has not yet released the details of the campaign, but the Hunger Games actress will lend her face to its newest women's scent. Dior believes Ms. Lawrence will bring her joie-de-vivre to the campaign.

Dior perfumer Francois Demachy created the new fragrance.

The French label has described the new scent as "an unprecedented fragrance and a powerful universe which mark the beginning of a new era for fragrance at the house of Dior."

Most recently, Ms. Lawrence was the face of Dior's 2018 cruise campaign and this year's ready-to-wear collection.

Dior fall 2018 campaign

In another fragrance campaign, Dior recently immersed consumers in the world of its Sauvage Eau de Parfum through a short film inspired by scent released this month.

Set in Joshua Tree, "Legend of the Magic Hour" captures a number of characters awaiting twilight in the desert, a time when the mythical coyote from Navajo folklore is said to appear. While Dior has previously created films around Sauvage, this eight-minute short aims to further paint a picture of the fragrance's world through more long-form storytelling ([see story](#)).

Dior describes Ms. Lawrence as "a natural talent with a striking presence and undeniable energy." The brand also called the Oscar-winning star "one of Hollywood's most gifted actresses."

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