

APPAREL AND ACCESSORIES

## Chanel works with new ambassador for its cruise campaign

July 3, 2018



Chanel's Haute Couture show. Image credit: Chanel

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By STAFF REPORTS

French fashion label Chanel is looking to an Academy Award winner as the face for its upcoming cruise campaign.

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Penlope Cruz is joining Chanel's cast of brand ambassadors in a new campaign shot by Karl Lagerfeld, according to Women's Wear Daily. The actress is in attendance at the brands' haute couture show on July 3 in Paris, as part of her new ambassador role.

### Cruising with Chanel

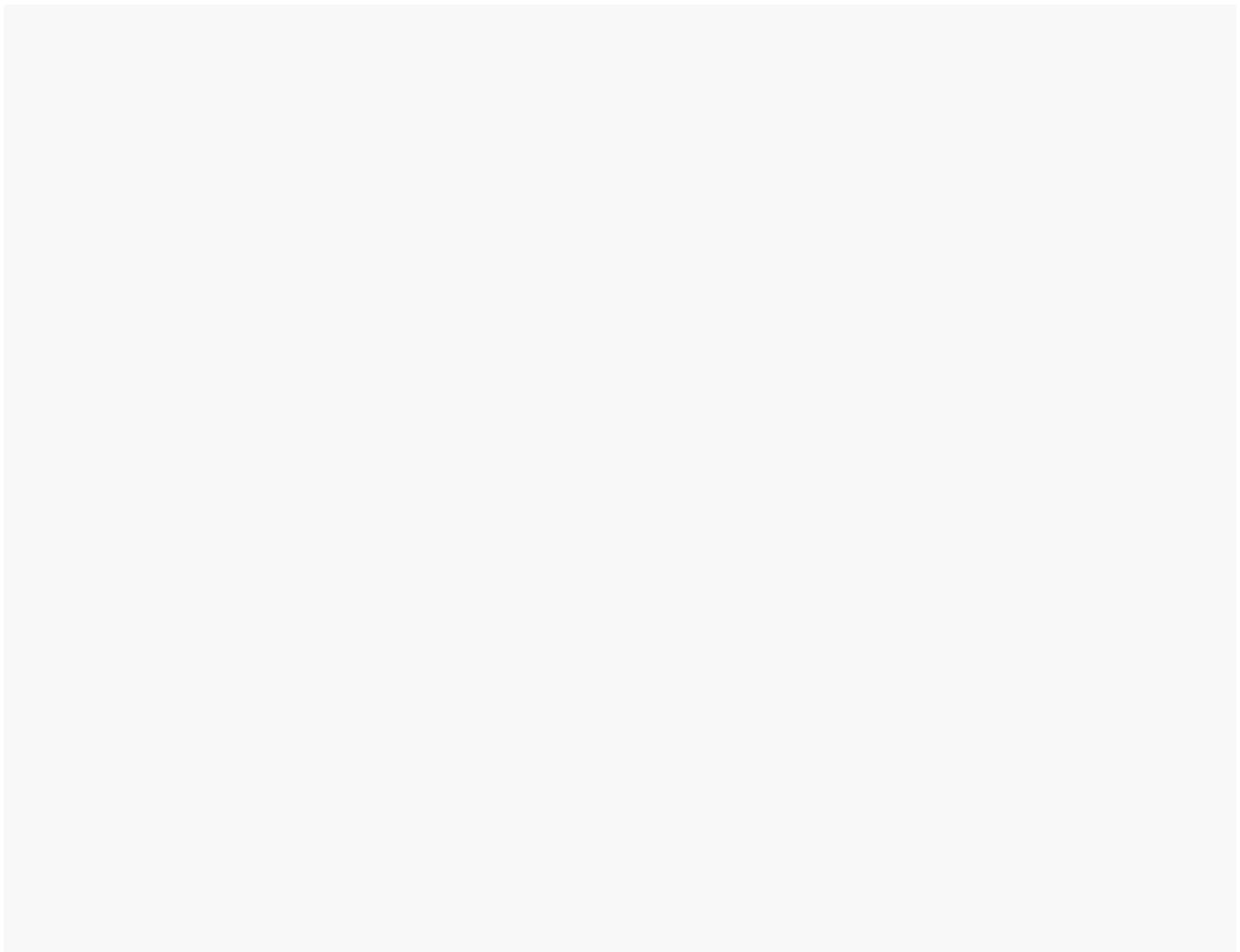
Women's Wear Daily notes that Ms. Cruz has been a longtime wearer of Mr. Lagerfeld's designs, often donning his creations on the red carpet.

She also has a long history with the fashion industry itself, with a series of brand collaborations along with her sister.

"It's such an iconic brand and Karl is a genius, and I've been admiring everything he's done since I was a little girl, so it's such a pleasure working with him," Ms. Cruz said in a statement to WWD. "He's like the king of fashion and we had a really, really interesting photo shoot, so to be in front of his camera is an adventure."

Ms. Cruz is not the only notable Oscar winning actress in its lineup of Chanel brand ambassadors.

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A draped and embroidered neckline in lace and silver drops into a fluid sheath dress behind-the-scenes of today's #CHANELHauteCouture show in Paris. #CHANELHighProfile @margrieloosman

A post shared by CHANEL (@chanelofficial) on Jul 3, 2018 at 6:35am PDT

Chanel also recently brought another Academy Award-nominated actress along as part of its group of ambassadors on Hollywood's biggest day in March.

"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 ([see story](#)).

Other celebrities include Keira Knightley, Kristen Stewart, Willow Smith and Lily-Rose Depp.

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