

FRAGRANCE AND PERSONAL CARE

Dior taps Cara Delevingne as face of “avant-garde” lipstick

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Cara Delevingne is the embodiment of youthfulness. Image credit: Dior

By STAFF REPORTS

French fashion label Dior is expanding model Cara Delevingne's spokemodel duties to lipcolor.

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Ms. Delevingne has been named the face of Dior Addict Stellar Shine, a new fashion-inspired lipstick from the house. The model has an existing relationship with Dior Beauty, having fronted advertisements for the brand's skincare.

Beauty face

With this announcement, the brand has dubbed Ms. Delevingne a "Dior makeup icon."

Created by the brand's creative and image director for Dior makeup Peter Phillips, Dior Addict Stellar Shine is described as "avant-garde." The lipcolor will be available next March.



Cara Delevingne is appearing in ads for a new Dior lipcolor. Image credit: Dior, photo by Jean-Baptiste Mondino

As millennials mature, Christian Dior looked to speak to the demographic's concerns of aging with the introduction of the Capture Youth skincare line.

In October 2017, Dior announced that Ms. Delevingne, known for her charismatic, no-holds-barred personality, would be the brand ambassador for the Capture Youth collection of skincare products. Despite the skincare formulas being designed for women in their thirties, Dior's appointment of 25-year-old Ms. Delevingne is a bid by the French atelier for the millennial market share who may be unfamiliar with its skincare offerings ([see story](#)).

With this move, Ms. Delevingne joins Dior Beauty faces including Bella Hadid, Natalie Portman and Jennifer Lawrence.

In addition to Dior, the model-actress has also fronted beauty ads for YSL Beauty and Burberry Beauty.

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