

FRAGRANCE AND PERSONAL CARE

Dior makeup selects Jorja Smith as ambassador

April 29, 2019



Jorja Smith, known for her flawless skin, joins Dior. Image credit: @jorjasmith_

By STAFF REPORTS

French fashion house Christian Dior has selected a new ambassador in singer-songwriter Jorja Smith for its makeup division.

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The new global ambassador hails from the United Kingdom and is joining Dior makeup for a series of editorial content working with creative director Peter Philips. Ms. Smith is known for her minimalistic beauty looks, garnering a significant following for her beauty skin routine.

Flawless skin

The British singer announced the partnership through her personal Instagram page on April 29 stating, "So excited to finally announce my collaboration with @DiorMakeup as an official makeup ambassador.

"Little 14 year old J would not have even thought about this while stealing my mom's mascaras," she said. "Such an honor to be part of such an incredible house and a big thank you @elleuk for having me on your cover to capture this moment. More to come."

[View this post on Instagram](#)

So excited to finally announce my collaboration with @DiorMakeup as an official makeup ambassador Little 14 year old J would not have even thought about this while stealing my mom's mascaras. Such an honour to be part of such an incredible house and a big thank you @elleuk for having me on your cover to capture this moment. More to come. A huge thank you also to the wonderful @a_m_c , @misterthomasjames, @danielclavero, & @joannaschlenzka #DiorMakeup

A post shared by jmoney (@jorjasmith_) on Apr 29, 2019 at 10:08am PDT

Instagram post from Jorja Smith

Dior has been continually committed to its makeup division, tapping ambassadors across the spectrum to support its growth.

Last month, the French fashion beauty line also released a new campaign and lipstick that leans into its femininity with an "It" girl focus.

With a subtle hint to the 1990s, Dior Addict Stellar Shine brings a new reputation to the color pink. The brand's line of moisturizing lipsticks is shown off in a fun film starring Cara Delevingne, which is set to the tune of 1997's "Pink" by Aerosmith ([see story](#)).

Ms. Smith will join Ms. Delevingne in the lineup of notable Dior makeup ambassadors such as Natalie Portman and Bella Hadid.

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