

APPAREL AND ACCESSORIES

Givenchy casts Ariana Grande in fall ads

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Givenchy's fall/winter 2019 campaign stars Ariana Grande. Image credit: Givenchy

By STAFF REPORT'S

French fashion house Givenchy is tapping pop-culture personality Ariana Grande for its fall/winter 2019 advertising campaign.

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Ms. Grande is a Grammy Award-winning American singer and songwriter who Givenchy describes as "a modern muse and the voice of a generation." Portraying the sense of mystery that Givenchy says the singer brings to the table, the campaign has been teased with enigmatic photos and videos.

Grande for Givenchy

Leading up to the official announcement, Givenchy shared images of Ms. Grande in silhouette on social media. The star's signature ponytail mostly gave it away, with fans identifying Ms. Grande in the shots.

Further teasers show Ms. Grande from the back as she vocalizes. The full campaign will break in July.

[View this post on Instagram](#)

#ARIVENCHY: @ARIANAGRANDE IS THE NEW FACE OF GIVENCHY. #GIVENCHYFAMILY

A post shared by GIVENCHY (@givenchyofficial) on May 10, 2019 at 7:15am PDT

Instagram post from Givenchy

Ms. Grande began her performing career on Broadway in the musical "13" in 2008. She then turned to television with a starring role on the Nickelodeon series "Victorious."

In 2013, Ms. Grande released her first album, and since then she has had numerous top 10 singles, including the number one track "Thank U, Next."

"I am so proud to be the new face of Givenchy," Ms. Grande said in a statement. "It is a house I have forever admired and to now be part of that family is such an honor."

"I love this clothing and the confidence and joy it brings to the people wearing it," she said. "Not only is the clothing timeless and beautiful but I'm proud to work with a brand that makes people feel celebrated for who they are, and unapologetic about whatever they want to be."

In addition to her celebrity, Ms. Grande boasts an audience of 154 million Instagram followers.

Givenchy's fashion campaigns typically feature models rather than household names, but the label has occasionally worked with performers.

For instance, the brand raised awareness with a Julia Roberts-fronted spring/summer 2015 advertising campaign.

The ads, shot by photographers Mert Alas and Marcus Piggott, show a fresh-faced Ms. Roberts in mostly buttoned-up looks. Through these ads, Givenchy celebrated its timelessness and appealed to a mature audience ([see story](#)).

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