Cara Delevingne takes a shine to new Dior Addict lipstick

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French fashion house Christian Dior is introducing an update to its Dior Addict lipsticks, enlisting top model Cara Delevingne in a promotional push via video and social media and expanding on the beauty line that launched two years ago.

For spring, Dior has added Dior Addict Stellar Halo Shine, which is a lipstick with a shimmering star crafted into the lipstick to boost shine, and Dior Addict Stellar Gloss, styled as a glossy balm to amplify the signature lipstick. The latest video borrows from the existing campaign with a new look that heavily promotes the new packaging.

"By coupling the shade from the lipstick with one, or several, of the glosses, every woman can create her own look and colors, and shine how she truly wants to," said Peter Philips, Dior makeup creative and image director, in a statement. "Makeup is even more spectacular, reinvented with new combinations to suit every whim."

Mr. Philips is the creative force behind the promotion for the new line that drops in March. He has been heading up the image efforts for the line since it launched in 2018.

Dior Addict Stellar Halo Shine: Model Cara Delevingne cannot get enough of it

Model halo

Ms. Delevingne, who was named the face of the line in 2018, is front and center of the campaign which debuted around the same time French soon-to-be rival Hermès officially launched Hermès Beauty, its 16<sup>th</sup> line of business that kicks off modestly with its first range of lipsticks (see story).

In the video, Billie Eilish's "My Strange Addiction" plays while Ms. Delevingne dances on a stage in a theater, cut in between close-up shots of the actress who tries on the new lipstick, and close-up product shots of the iconic lipstick tube with stars on it.

In one shot, viewers see the range of pink and red colors for the line before the logo hits the screen, "Dior Addict," and Ms. Delevingne says, "Dior Addict, I can't get enough shine."
The song plays up Dior’s tag line, pushing lipstick as a product without which a consumer cannot live.

The latest video is from the same shoot as last year, in which Mr. Delevingne strutted her stuff around the streets of New York promoting the new hues of pink lipstick to the tune of Aerosmith’s “Pink” track.

“Pink, it’s my new obsession,” sings Steven Tyler, as Ms. Delevingne applies a coat of the spring-ready makeup.

Dior is keeping its cool and relevance in a modern context by working with one of the world’s most sought-after models and having her dance and apply lipstick to track by a Grammy award-winning Ms. Eilish.

Two in one

The Stellar Halo Shine line has 25 new colors in the line that retail for $38 each.

The silver cap features the star, reminiscent of Christian Dior’s own lucky star. The gloss has hydrating features such as a lip balm, with aloe vera. The line includes 21 shades, which retail for $30 each.

The idea behind the line is that a consumer does not have to choose between lipstick and lip gloss. Instead she can apply both.