

APPAREL AND ACCESSORIES

Dior taps Yara Shahidi as global ambassador

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Minneapolis-born actress and activist Yara Shahidi is the new face of Dior. Image courtesy of Dior

By LUXURY DAILY NEWS SERVICE

French fashion house Christian Dior has announced its newest global brand ambassador is American actress and activist Yara Shahidi.

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Ms. Shahidi is an award-winning actress, producer, activist and star of Emmy-nominated television series "Black-ish." The 21-year old will partner with the house, celebrating the designs and creations of creative director Maria Grazia Chiuri and creative makeup director Peter Phillips.

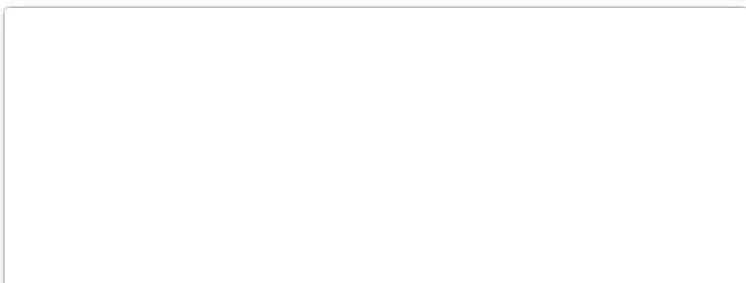
New face

Ms. Shahidi is now the executive producer and lead of the "Black-ish" spin-off series "Grown-ish," where she plays Zoey Johnson, an ambitious, fashion-forward college student on her journey of figuring out adulthood.

When the series first premiered in 2018, it became the network's best comedy series launch in more than 5 years, drawing 4.5 million viewers in its first three days. As Ms. Shahidi focuses on utilizing her platform to empower and inspire others, she continues to be one of Hollywood's most well-known talents.

The young actress has recently been tapped for the iconic role of Tinkerbell for the 2022 Disney live-action reimagination of Peter Pan and Wendy.

In her personal life, Ms. Shahidi is a full-time student at Harvard University where she is working towards a Bachelor's of Arts in social studies and African American studies.



[View this post on Instagram](#)

A post shared by Yara () Shahidi (@yarashahidi)

She is a champion for inclusive media programming, and an advocate for equity. Ms. Shahidi continues to be a coveted speaker, in conversation with university peers and thought leaders such as: Dr. Angela Davis, President Obama, Harry Belafonte Jr., Hillary Clinton, Dr. Cornell West, Senator Cory Booker and Senator Rev. Raphael Warnock.

Inspired by her extensive work with President and First Lady Obama, Ms. Shahidi founded Eighteen x 18 in 2016, now called [WeVoteNext](#), to shed light on Gen Z and BIPOC inclusion in the political process.

Labeled as one of the stand-out voices of her generation and identified as a leader of the New Hollywood guard, Ms. Shahidi has received numerous accolades for her work outside of entertainment, such as TIME Magazine's 30 Most Influential Teens, Forbes 30 Under 30, British Vogue Forces for Change, Glamour Magazine's Women of the Year and Essence Magazine's Black Women in Hollywood.

In March, Dior is celebrated passionate and impactful women around the world with the release of its [#DiorChinUp](#) effort, coinciding with Women's History Month. Dior has historically pursued the idea of femininity, strength and the influence of women on the brand.

Inspired by the women of its own history, Dior Parfums has released the second installment of its [#DiorStandsWithWomen](#) [#DiorChinUp](#) campaign, a series of short video portraits of several women ([see story](#)).

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