

APPAREL AND ACCESSORIES

Dior taps rising tennis star as newest ambassador

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Emma Raducanu is a British professional tennis player. Image credit: Christian Dior

By LUXURY DAILY NEWS SERVICE

French fashion house Christian Dior has announced British professional tennis player Emma Raducanu as its newest fashion, skincare and makeup ambassador.

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The 18-year-old rising tennis star won the U.S. Open Women's Singles Final in September, becoming the first British woman to win a Grand Slam title since 1977. After her victory, she attended the Met Gala in New York, and recently appeared on the cover of British Vogue in a rose-embellished black tulle Dior fall-winter 2021 dress.

Young stars

Ms. Raducanu also attended the world premier of the newest James Bond film "No Time To Die" at the Royal Albert Hall in London wearing a Dior resort 2022 one-shoulder dress.

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A post shared by Dior Official (@dior)

In her [interview with British Vogue](#), the young athlete explained how honored she was to attend her first film premiere in the gown, and credits Maria Grazia Chiuri's ability to transform shows into "meaningful events" as the inspiration for joining the brand as its newest ambassador.

While she has officially signed on with the French brand, Dior is not the only luxury fashion and accessories player to have their eyes on the tennis champion.

Ms. Raducanu was dressed in head-to-toe Chanel for her first Met Gala red carpet appearance. Then, in late September, she became an official house ambassador for LVMH's Tiffany & Co.

Before Ms. Raducanu, Dior announced American actress and activist Yara Shahidi as a brand ambassador.

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 ([see story](#)).

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