

APPAREL AND ACCESSORIES

Dior kicks off new ambassador relationship

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Kylian Mbappé is a new Dior ambassador. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

French fashion house Dior is adding a new ambassador to its star-studded talent roster.

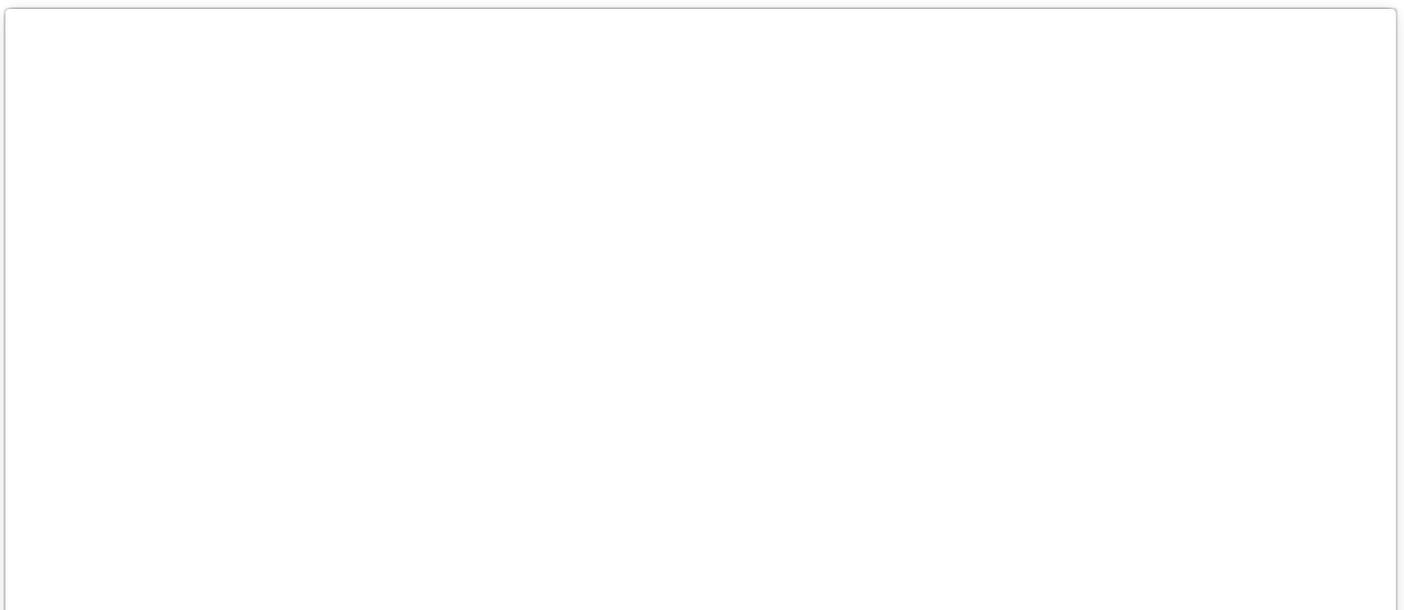
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French soccer player Kylian Mbappé has been announced as a new ambassador for Dior's men's fashions and fragrances. One of soccer's rising stars, he will lend his image to designs by Kim Jones, artistic director for Dior men's collections, as well as to the Sauvage fragrance.

Dior scores

Only 22 years old, Mr. Mbappé is a forward for Paris Saint-Germain Football Club and the French national team. As a teenager, he scored a goal in the 2018 men's World Cup Final on the way to a French victory.

Dior announced the star player as an ambassador on its social media channels, but Mr. Mbappé is no stranger to the maison.



[View this post on Instagram](#)

A post shared by Dior Official (@dior)

Kylian Mbappé is among the first athletes to sign with Dior

In September, Dior revealed its new partnership with the Paris Saint-Germain Football Club, showing off its menswear offerings in a sporty, behind-the-scenes campaign.

In a short film, the PSG players, including Mr. Mbappé, trade in their cleats for tailored suits and shirts, while sharing their thoughts on the collection. The unique campaign and partnership blends the worlds of sports and style, spotlighting the versatility of both the brand and athletes ([see story](#)).

Dior has not yet released its first campaign with the talented forward, but the brand is teasing a new Sauvage effort. The previous face of the men's fragrance was actor Johnny Depp, an ambassadorship that often drew criticism ([see story](#)).

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