

FRAGRANCE AND PERSONAL CARE

Chlo names new fragrance ambassador

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Naomi Scott for Chlo. Image credit: Coty

By LUXURY DAILY NEWS SERVICE

France's Chlo has tapped British actor and singer Naomi Scott as its new face for its Nomade eau de parfum Naturelle.

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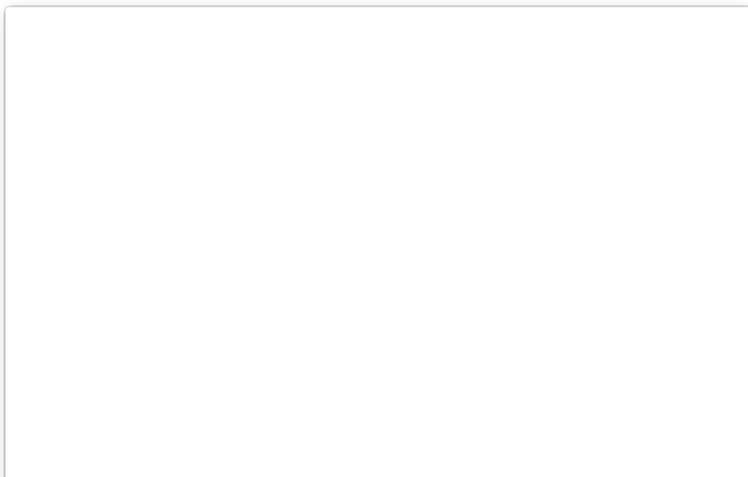
Coty Inc., which makes Chlo fragrances under license, and Ms. Scott both confirmed the news on social media. The new campaign for the vegan fragrance is scheduled to launch on Feb. 1.

Fresh face

Ms. Scott, who is of English and Ugandan-Indian descent, has appeared in a variety of films, including 2017's *Power Rangers* and 2019's *Charlie's Angels*. The 28-year-old also starred as Princess Jasmine in Disney's live-action adaptation of *Aladdin* in 2019.

The actress has previously appeared in a campaign for Roman jeweler Bulgari ([see story](#)), but this is her first official venture with Chlo.

"Chlo is such an iconic brand, and this extends to the fragrance itself," Ms. Scott said on Instagram. "It really is a beautiful thing when you can work with a brand that you love aesthetically while also supporting their ethos."



[View this post on Instagram](#)

A post shared by Naomi Scott (@naomigscott)

Naomi Scott shared the news on social media

The Naturelle fragrance is vegan and formulated with water and naturally derived alcohol. The glass bottle and packaging are also made with recycled materials.

Sustainability is a core tenant at Chlo, particularly since designer Gabriela Hearst became the house's creative director.

In October 2021, Chlo received B Corp Certification, the first luxury fashion house in Europe to do so.

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency and legal accountability. Chlo succeeded in the vigorous vetting process including a 300-question survey analyzing the inner workings of the business of obtaining this marker that symbolizes the ultimate dedication to sustainability ([see story](#)).

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