

FRAGRANCE AND PERSONAL CARE

Cl de Peau Beaut introduces new brand ambassadors

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From left to right: Diana Silvers, Dakota Fanning and Ella Balinska. Image credit: Cl de Peau Beaut

By LUXURY DAILY NEWS SERVICE

Shiseido-owned Cl de Peau Beaut is marking its 40th birthday by welcoming a new lineup of brand ambassadors.

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Cl de Peau Beaut has tapped actors Dakota Fanning, Diana Silvers and Ella Balinska for its new chapter. The beauty brand is also leveraging technology to create a digital home that covers different aspects of Cl de Peau's story.

"Our 40th anniversary is an important occasion for Cl de Peau Beaut and it is the ideal opportunity for us to celebrate the women that we serve," said Mizuki Hashimoto, chief brand officer of **Cl de Peau Beaut**, in a statement.

"We firmly believe that inner radiance lies at the core of every woman the brand also recognizes that true radiance is multi-faceted and finds expression in many different ways, each one as uniquely beautiful as the other," she said.

"I'm therefore delighted to introduce Dakota, Diana and Ella, three actors who are truly representative of today's women, empowered, confident, socially conscious and always working towards unlocking their own potential and the potential of those around them."

Beauty stars

The new ambassadors each have thriving acting careers.

Ms. Fanning has been acting in film and television for two decades. She was most recently seen in *Once Upon a Time in Hollywood*.

While relative newcomers compared to Ms. Fanning, Ms. Silvers and Ms. Balinska have several roles under their belts. Ms. Silvers has appeared in *Booksmart* and *Ma*, while Ms. Balinska was one of the leads of 2019's *Charlie's Angels*.

Dakota Fanning, Diana Silvers and Ella Balinska star in a new Cl de Peau ad

The three also have multiple philanthropic endeavors, in line with Cl de Peau's ethos.

"What really speaks to me about the brand is that it champions high-quality products and a global philanthropic mission that empowers girls to find their voice through education," Ms. Balinska said in a statement.

For their first campaign, Ms. Fanning, Ms. Silvers and Ms. Balinska appear in a new film shot by Cliff Watts. They will also attend media launch events.

As part of the anniversary initiative, Cl de Peau is launching "The House of Infinite Radiance." The virtual home offers details about the brand's present and future, with interactive touchpoints and content about the new brand ambassadors and upcoming product launches.

Cl de Peau often looks to Hollywood for its brand ambassadors. Previous ambassadors for the beauty label include Felicity Jones ([see story](#)) and Amanda Seyfried ([see story](#)).

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