

FRAGRANCE AND PERSONAL CARE

## Dior taps aesthetician as beauty ambassador

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*Aesthetician Sean Garrette now serves as a Dior Beauty skin expert. Image credit: Sean Garrette*

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By LUXURY DAILY NEWS SERVICE

France's Dior is underscoring the importance of skincare by tapping influencer and aesthetician Sean Garrette as its newest beauty ambassador.

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Mr. Garrette is best known for creating how-to videos in regard to skincare, such as implementing budget-conscious routines and pinpointing and addressing challenging areas. Accelerated by the pandemic, skincare has become of equal importance to consumers as luxury and cosmetics brands are hoping to meet these demands.

### Skincare as beauty

As a content creator and licensed aesthetician, Mr. Garrette will bring his expertise to Dior Beauty to educate consumers on Dior products and how to apply them.



*In an Instagram story, Mr. Garette showed Dior products with the caption, "@diorbeauty spa in the sky today." Image credit: Sean Garette*

The skincare expert has also served as an ambassador for LVMH's Fenty Beauty.

Since the start of the COVID-19 pandemic, brands have promoted both natural beauty and out-of-the-box makeup looks, highlighting the range of desires among a dynamic consumer segment.

For those promoting natural beauty, skincare is a top priority.

Last month, French fashion house Hermès celebrated the invigorating effect of fresh air on the skin as it promoted new additions to its Plein Air complexion collection.

Going by the theme "beauty in the open air," a short campaign for the Plein Air collection showcases how natural beauty can both withstand and be enhanced by fresh air ([see story](#)).

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