

FRAGRANCE AND PERSONAL CARE

## Dior Beauty taps Yara Shahidi, Natalie Portman for first longwear lipstick release

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*Yara Shahidi and Natalie Portman rock Rouge Dior Forever, the beauty brand's first transfer-proof bullet lipstick. Image credit: Dior Beauty*

By AMIRAH KEATON

French fashion house Christian Dior is introducing a new lipstick to its legacy beauty line, releasing engaging visuals led by powerful women for the latest Forever addition.

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Global powerhouses Yara Shahidi and Natalie Portman rock Dior Beauty's first transfer-proof bullet lipstick in a cross-generational content underlined by unity. The newly-launched Rouge Dior Forever campaign goes the extra mile, with imagery captured by Dutch photographer Viviane Sassen and videography from Belgian director Arnaud Uyttenhove.

"Rouge Dior Forever: three words that have the ring of a manifesto," said Peter Philips, creative and image director at **Dior Makeup**, in a statement.

"And in a way, they are," he said. "This new generation of Dior lipsticks is strong when it has to be, discreet when it wants to be, and, of course, always beautiful."

### Rouge Renaissance

As the previous face of Rouge Dior upon its launch in 2006, Ms. Portman's involvement in this iteration of Dior Beauty's luxury launch represents a full circle moment.

Now, she joins Gen Z magnate Ms. Shahidi for a new chapter of sisterhood and celebration. With eyes set on empowered women, both ladies revel in Rouge Dior Forever's colorful, couture universe.

Dior Beauty's new Rouge Forever lipstick promises ultra-pigmented, intense color, delivering 16 hours of no-smudge wear while touting a barely-there feel and arriving in stick form. Its 28 shades were imagined by Mr. Philips with various skin tones and styles in mind.

The red tonal garments featured across imagery, complimentary of Dior Rouge's own palette, are head-to-toe custom outfits, the creations of brand artistic director Maria Grazia Chiuri.

[View this post on Instagram](#)

A post shared by Dior Beauty Official (@diorbeauty)

*Actress Yara Shahidi receives a touch-up on the set of Rouge Dior Forever's campaign video.*

In addition to Ms. Sassen's images, a campaign video features the choreography work of American artist Madeline Hollander.

Its first half offers a mix of product and close-up talent shots and a cast inclusive of a model trio, as well as ample landscape the clip uses an expansive meadow as its setting and melodic vocals as its soundtrack.

Ms. Portman and Ms. Shahidi hold and sport the lipstick and are accompanied by frames filled by product. The stars are captured individually, backed by a wall of rouge fabric created from their own garments catching the wind, as they confront the camera face-first before coming together.

*Rouge Dior Forever's campaign video starring Dior ambassadors Yara Shahidi and Natalie Portman*

As a piano transition allows the soundtrack to pick up in tempo, a full girl group comes into focus. Ms. Shahidi and Ms. Portman lead the pack in marching through the meadow, as breezy red layers frame the shot.

The pair stand together before the camera pans across the collective. In a final frame, a single Rouge lipstick ornamented by a classic Christian Dior initialed logo is held to the sky.

Campaign constants

Though the first direct collaboration between Ms. Shahidi and Ms. Portman, neither women are strangers to the Dior Forever sisterhood.

Ms. Shahidi, an actress and activist in her own right, originally joined Christian Dior as global brand ambassador back in July 2021 ([see story](#)). She supported the launch of Dior Forever's clean longwear foundation, in addition to wearing Dior Beauty to the 73rd Primetime Emmy Awards.

Meanwhile, Dior Beauty has been Ms. Portman's biggest fan through the years. The longtime brand ambassador counts a previous foundation campaign ([see story](#)), a recent Miss Dior fragrance launch ([see story](#)) and even branded philanthropic ventures like #DiorStandsWithWomen ([see story](#)) among her growing list of endorsements.

Dior Beauty makes a case for consistency with the continued engagement of Hollywood heavy hitters, sticking with familiar faces to maintain relevance in a market crowded with new names and product lines.

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