

APPAREL AND ACCESSORIES

Celebrities spotlight Dior's most iconic handbag in digital content series

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Dior's star-studded content series contains distinct variations of its popular crossbody carrier. Image credit: Dior

By AMIRAH KEATON

French fashion house Christian Dior is leaning into the power that celebrity ambassadorships can lend with new episodes of its "In My Lady" digital series.

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Actress Yara Shahidi joins the likes of tennis champion Emma Raducanu and model Elle Macpherson for the latest iteration of tried-and-true themed content, presented via the brand's YouTube channel. The ladies join in on the influencer-driven trend, sharing the rationale and anecdotes behind their most prized possessions while bringing an undeniable level of relatability to the high-fashion house.

Lady Bag's Legacy

Dior's star-studded content series contains something for everyone, as distinct variations of its popular crossbody carrier take center stage alongside their respective owners.

In episode 12 of the series, titled "What's inside Yara Shahidi's Lady Dior bag?" an embroidered version of the Lady Bag is Ms. Shahidi's accessory of choice. The freshly-appointed global ambassador walks her audience through its contents.

Actress, activist and global ambassador Yara Shahidi stars in an episode of Dior's "In My Lady" series

Ms. Shahidi starts out by describing her bejeweled bag: "The gorgeous beading, there are so many details."

In the video's first few moments, the talent unveils a Japanese thriller novel as the first item contained therewithin.

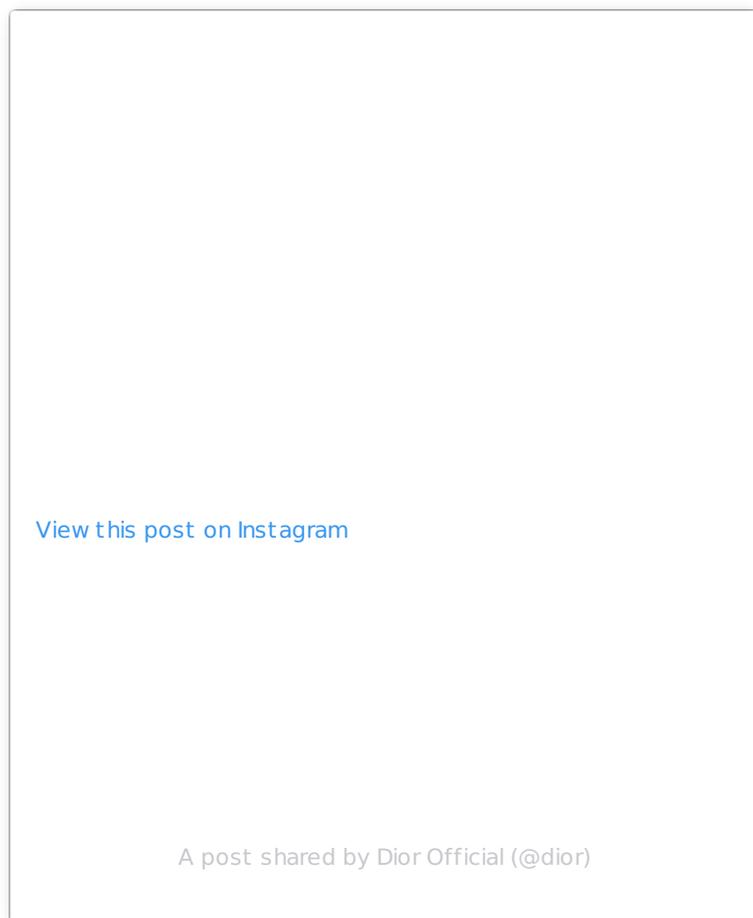
Connecting on a more personal level, Ms. Shahidi identifies herself as a nerd, outlining that whether a novel, film or TV show, outstanding works of art have the power to expand her world with creative possibilities.

Post-impassioned speech, the actress reveals a passport covered in the brand's oblique jacquard monogram, before moving on to exhibit a small leather journal, speaking to the importance of written reflection.

"The reason why I think journaling is important is that it makes you intentionally archive your life," she shares, before imploring viewers to "go get a journal."

Ms. Shahidi fills the remainder of the more than 3-minute clip with a few branded picks and favorite personal items: a Dior Forever Skin corrector; an amethyst crystal representing her birthday month; heartwarming family photos; a James Baldwin pin rooted in her activism.

Another recent episode of the "In My Lady" series features Ms. Raducanu, whose white, custom My ABCDior includes essentials just as personal, such as a medal from one of her first tournaments and a Dior cleanser for a pick-me-up after practice.



Excerpts from Emma Raducanu in Episode 10 of the series

The athlete, also an ambassador for the LVMH-owned house, begins the video by popping open a canister of tennis balls to the camera, smiling as it emits its signature hiss.

Though not an official ambassador, Ms. Macpherson brings a motherly touch to the eleventh episode of the series, mentioning that her role as a parent has led to the inclusion of a surplus of items in her Lady D-Lite, a fully embroidered take on the Lady bag's silhouette with a raised logo at its center.

Ms. Macpherson wraps the endearing clip with a coy admission.

"That's a lot of things I just pulled out of my bag."

Celebrity commerce

In taking the public through her purse, Ms. Shahidi exudes firm support for Dior's products, employing the casual charm of celebrity to subtly drive awareness and sales.

The actress includes the brand's latest beauty launch, the Dior Rouge Forever lipstick, in the latter half of the video as her red of choice. She, alongside actress Natalie Portman, introduced the shade in a campaign released this month ([see story](#)).

Dior's latest global ambassador seems like the last celebrity left without a beauty line of her own.

Although luxury brands have a great presence in the personal care arena, several celebrities are attempting to illicit the same fanfare with their own makeup and skincare lines. For more than a year, A-list public figures have produced makeup lines like Selena Gomez's Rare Beauty, Kylie Jenner's Kylie Cosmetics and Rihanna's Fenty Beauty en masse, leaving some wondering how luxury brands will coexist in a much more populated space ([see story](#)).

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