

FRAGRANCE AND PERSONAL CARE

Dior Beauty, Anya Taylor-Joy go live with spots celebrating leopard-themed capsule

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Leopard-print designs across Dior Beauty's limited-edition makeup cases are named after and inspired by famed muse and former head of millinery Mitzah Bricard. Image credit: Dior Beauty

By MARYBETH CONNAUGHTON

French fashion house Dior is calling on muses past and present in its new beauty campaign.

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The "Mitzah" collection includes select eye, lip and powder shades which are packaged with limited-edition designs that pay homage to one of the house's most enduring sources of inspiration. Providing the contemporary influence is British-American actress, Dior ambassador and star of the campaign Anya Taylor-Joy.

"There is something ethereal as well as approachable about [Anya Taylor-Joy] that makes her the perfect choice [for this campaign]," said Kimmie Smith, co-founder, and creative and style director of [Athleisure Mag](#).

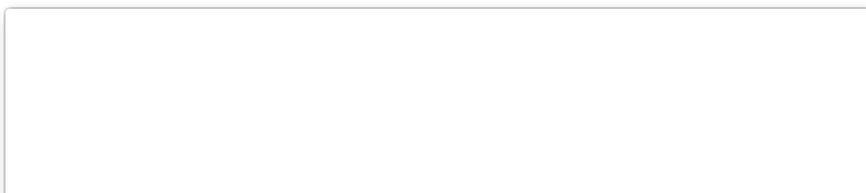
"She's also a great bridge between embracing a younger market while also being appreciated by older demographics due to a number of roles that she has taken on."

Muses Past

Ms. Taylor-Joy notably starred in the Netflix miniseries "The Queen's Gambit" and took the titular role in the latest adaptation of "Emma," for which she was nominated for a Golden Globe Award.

In one of a series of promotional videos, the actress tests out her French-speaking skills with a few basic phrases. "Et voila," she says. "Je t'aime."

Getting to the heart of the campaign, she declares her love for leopard print: "J'adore le leopard." Indeed, she is dressed in a leopard print top and matching beret. She snaps closed a leopard print makeup palette before slipping it into a handbag of the same pattern.



[View this post on Instagram](#)

A post shared by Dior Beauty Official (@diorbeauty)

The eye palette is the DiorShow 10 Couleurs- Mitzah Limited Edition. It features 10 pans ranging in color from shimmering pearl to dark burgundy.

The collection's lipstick is Rouge Dior-Mitzah Limited Edition which comes in a range of refillable colors under the categories of matte, velvet, satin and metallic.

Providing a base for these colors is Dior Forever Couture Perfect Cushion foundation, loose long-wear powder in a shimmering rose beige. It provides a matte finish and a moisturizing effect.

The makeup's packaging bears the house's signature leopard print called "Mitzah."

Electronic artist Novaa sings a simple refrain from her song "The World's Thing" over two of the campaign's spots: "I let the world do its thing/while I do my thing."

The statement sums up the approach to fashion taken by Mitzah Bricard, arguably Monsieur Dior's most famous muse and for whom the collection is named.

Ms. Bricard, who worked as the head of Dior's millinery atelier, frequently wore leopard print garments before they were considered fashionable. Taking inspiration from her, Monsieur Dior featured the print in his brand's first fashion show in 1947.

The print remains a staple of the house.

Muses Present

Ms. Taylor-Joy is fast becoming a muse herself, with both the visionaries at Dior and in the eyes of other house leaders.

Dior named her a global ambassador in October of 2021, citing her modern elegance and sophistication, as well as her penchant for wearing Dior at high-profile events ([see story](#)).

In June of the same year, she was one of several actresses and athletes to be named as ambassadors by American jeweler Tiffany & Co. She made her debut in the house's "Give Me the T" campaign, a collection of minimalist and contemporary jewelry shot by Mario Sorrenti ([see story](#)).

"She literally brings this campaign to life by being a modern Mitzah," said Peter Phillips, Creative and Image Director for Dior makeup, in one campaign video on Instagram.



The capsule includes an eye shadow palette and lipsticks in a wide range of tones and colors. Image credit: Dior

The actress shares a similar affection for the collection.

"Mitzah is a fabulous print by Dior. I love the lipstick and I love the eyeshadow," she says in another video, before closing with a cheeky wink to the camera.

Ms. Smith is enthusiastic about the collection, too.

"I'm always a fan of when a luxury house creates an accessory or a beauty collection that utilizes the motif or essence of their primary collections," Ms. Smith said.

"Being able to have the iconic print as the packaging for their makeup is a great way to extend the brand to those who are already customers and purchase the brand or those that may not be able to get that print in a handbag or apparel," she said. "It creates a coveted desire and due to it being a limited edition assortment, people will want to collect and be in anticipation for the next one."

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