

COMMERCE

## Dior Beauty appoints 'Stranger Things' star to US ambassador spot

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American actor Caleb McLaughlin is Dior Beauty's newest U.S. ambassador. Image credit: Dior Beauty

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By LUXURY DAILY NEWS SERVICE

French fashion house **Dior's** beauty division is naming a new U.S. ambassador.

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American actor Caleb McLaughlin, best known for a leading role in Netflix's "Stranger Things" television series, now joins the maison in what is reportedly one of the star's first major beauty deals. Through a statement provided to **WWD**, Dior Beauty shares that Mr. McLaughlin will partner with the brand to celebrate the house's iconic heritage, supporting Dior Beauty in the fragrance category each step of the way.

Caleb takes "La Collection Prive"

The working relationship marks a major turning point in the 21-year-old's career.

Per the arrangement, Mr. McLaughlin will support the company's fragrance arm, one wrapped in contemporary branding and consisting of various perfumes lines, candles and bath and body products, plus a set of perfumable silk "Mitzah" scarves.

Last month, Dior Beauty signed American actress and "White Lotus" star Alexandra Daddario, who began promoting Prive fragrances at large.



*Dior introduced Eden-Roc to La Collection Privee in 2021. Image credit: Christian Dior*

Mr. McLaughlin's appointment, however, appears geared toward the Gen Z-friendly Gris scent, seemingly slotting into an overarching dedicated effort strategically involving a number of Mr. McLaughlin's "Stranger Things" castmates.

In October 2022, British actor Joseph Quinn, who portrays Eddie Munson in the hit television series, was one of the first global ambassadors tapped to wear the luxury name as a member of the label's newly-launched Gris Dior Collective.

Enigmatic and effortlessly elegant, Joseph Quinn is the quintessential Gris Dior man.

Mikael Jansson [#DareInGrisDior](#) DiorBeauty [#DiorLaCollectionPrivee](#) [#DiorParfums](#) [#GrisDior](#)  
[pic.twitter.com/EWEJ3aJn9Q](https://pic.twitter.com/EWEJ3aJn9Q)

Dior (@Dior) [April 23, 2023](#)

The Gris Dior fragrance, which falls under the "La Collection Privee Christian Dior" umbrella, relied on the likeness of yet another star, seeing the brand dip into the "Stranger Things" bucket twice over.

American actress Maya Hawke, who plays the program's first LGBTQ+ character, Robin Buckley, debuted as part of the then-seven-artist-wide [#DareinGrisDior](#) cohort in March 2023 ([see story](#)).

[View this post on Instagram](#)

A post shared by Caleb McLaughlin (@therealcalebmclaughlin)

Today, Dior's U.S. ambassador joins the likes of American actress Jenny Ortega, South African actor Thuso Mbedu and singer Fai Khadra, of Saudi Arabian descent, each of whom fronted the recent unisex fragrance campaign for Dior Gris ([see story](#)).

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