

COMMERCE

Chanel taps actor Timothee Chalamet for fragrance ambassadorship

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The fresh face stars in a promotional film directed by Italian-American photographer Mario Sorrenti. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

French fashion house **Chanel** is pairing a modern talent with a contemporary cologne.

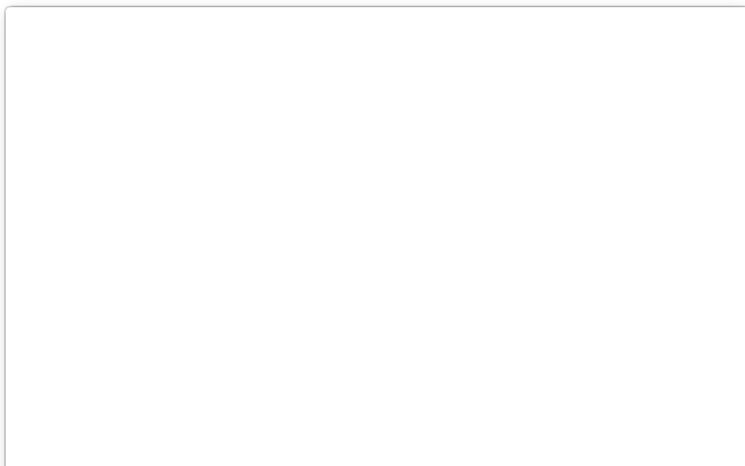
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The maison has positioned French-American actor Timothee Chalamet as the latest ambassador to its "Bleu de Chanel" men's fragrance line. The young star's appointment is unveiled via a new excerpt directed by Italian-American photographer Mario Sorrenti.

Feeling bleu

Following a 2010 debut, Bleu de Chanel served as the house's second bestselling men's scent between January and October 2011, as well as between January and August 2012, according to figures from **The NPD Group**. Experts have continued to cite the product's bestselling success, particularly in the **United States**, ever since.

These market highs help contextualize Chanel's announcement, which additionally applauded Mr. Chalamet's range and hinted at the actor's embodiment of Bleu de Chanel's tagline, which features messaging geared toward "the man who is deeply himself" thus, his latest role appears quite fitting.



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A post shared by CHANEL (@chanelofficial)

Known among Hollywood's ranks for his unguarded portrayals and sincerity, the 27-year-old has garnered much attention from luxury circles since his breakout performance in the 2017 romantic film, *Call Me by Your Name*, directed by Luca Guadagnino.

The role earned him an Oscar nomination, an honor that renders him one of the youngest nominees to see placement in the category. Mr. Chalamet has since taken on an array of roles in popular productions, American filmmaker Wes Anderson's *The French Dispatch* and American screenwriter and director Greta Gerwig's *Lady Bird* among them.

The selections have made him especially popular with millennial and Gen Z viewers, a population that Chanel appears to be lifting with the appointment. The announcement comes after Chanel's naming of a peer as the brand's first Black fragrance ambassador.

As of February 2023, Ugandan-Canadian actress Whitney Peak ([see story](#)) is now the newest face of the Coco Mademoiselle line.

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