

FRAGRANCE AND PERSONAL CARE

Celebrity ambassadors reintroduce Rouge Dior

January 2, 2024



With a brand-new case, each lipstick unit's top can now be "clipped" and "unclipped," allowing for more convenient product access. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

French fashion house Dior is upgrading a long-standing beauty line.

The brand is reintroducing a heritage lipstick collection with the help of American actresses Anya Taylor-Joy, Rachel Zegler and Yara Shahidi, as well as Chinese actress and singer Dilraba Dilmurat. The duly-appointed Rouge Dior muses star in a new campaign, out today.

New year, new me

Dior Beauty's latest marketing update ushers a treasured line into its next era.



Actresses Anya Taylor-Joy, Rachel Zegler, Yara Shahidi and Dilraba make their debut as Rouge Dior muses. Image credit: Dior

Of the collection's 70 total shades and two finishes velvet and satin the four powerhouse celebs appear in varying refillable Rouge Dior hues throughout visuals intended to evoke messages of "strength, beauty and determination."

With a brand-new case, each unit's top can now be clipped and unclipped, allowing for more convenient product access. Its design keeps Dior's iconic emblem intact, the maison's "cannage" motif included.

Ms. Taylor-Joy, Ms. Zegler and Ms. Shahidi and Ms. Dilmurat show off "999 Velvet," "100 Nude Look Velvet," "777 Fahrenheit Velvet" and "720 Satin" in a new campaign video.

Dior presents Rouge Dior updates alongside celebrity ambassadors in a new campaign

Utilizing what the label is calling a "cleaner" formula, Rouge Dior allows for 12 hours of maximum color, passing a strong wear test. Options retailing for \$49 are available now on its [site](#) as well as through select retailers.

Dior often relies on the power of repeat ambassador engagement. Following her appointment to the brand ambassador role in 2021, Ms. Taylor Joy slotted into several advertising activations last year ([see story](#)).

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.