

COMMERCE

Dior selects new global ambassador

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Announced May 15, Spanish singer Rosalía is Dior's new global ambassador. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

An international star is joining the family at French fashion house **Dior**.

Appearing in the latest Lady Dior campaign, Grammy-winning Spanish singer Rosalía is the newly-named global brand ambassador. The maison applauds the 31-year-old performer's charisma and representation of modern womanhood in today's announcement.

Star power

Shot by American fashion photographer Collier Schorr, black-and-white debut visuals show the entertainer wearing an ensemble by creative director Maria Grazia Chiuri.

Rosalía sports an update on the Lady Dior handbag, named after the late Princess of Wales, in a move that mirrors the nature of the appointment: a contemporary match for the classic luxury label.

[View this post on Instagram](#)

A post shared by Dior Official (@dior)

Born Rosalia Vila Tobella in Barcelona, the artist, known for her unique blending of genres, is also a songwriter, musician and producer.

According to the house, the commitment forges a connection between design and music, with the singer's "singular essence" front and center.

Her charm, poise and identity as a symbol of contemporary femininity add to the appeal, the team says. This is not the first time that Rosala and Dior have linked up.

Step into the atelier where [#DiorSavoirFaire](#) magic crafts [@Rosalia](#)'s custom [#DiorCouture](#) ensemble for the [#MetGala2024](#). Pearlescent black wool and silk fabric is molded with delicate stitches and precise folds, to deliver the pinnacle of the House's craftsmanship. [#StarsinDior pic.twitter.com/VSqRZL227z](#)

Dior (@Dior) [May 8, 2024](#)

Aside from multiple appearances at its recent runway presentations the soundtrack for the Dior Cruise show in Seville, Spain featured bits from the star's second studio album, "El Mal Querer" Rosala donned a custom black wool and silk dress by Ms. Chiuri at this year's Met Gala on May 6.

In line with this year's historical emphasis ([see story](#)), a sculpted bustier, long tailcoat and netted headpiece by British milliner Stephen Jones evoked archival looks. The process behind the look is detailed on Dior's social pages.

Posts reveal the atelier crafting techniques that make possible the haute couture so often spotted on consumers' favorite celebrities. Rosala herself has a sizable digital audience.

On Instagram, she boasts 27.7 million followers on X, formerly known as Twitter, she has 4.8 million. These eyes are now on Dior as she comes aboard to represent the brand.