

COMMERCE

Rihanna appointed J'adore fragrance ambassador by Dior

June 19, 2024



Barbadian singer and businesswoman Rihanna is the first Black woman to front the fragrance line globally. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

French fashion house **Dior** is refreshing the identity of a signature product line.

Announced via an exclusive with **WWD** on June 18, the brand has confirmed the appointment of Barbadian singer and businesswoman Rihanna as J'adore ambassador. The new face of the fragrance is the first Black woman to front it globally, and her debut campaign is set to launch later this year.

Fresh face

The artist succeeds South African-American actress Charlize Theron, who has carried the scent since 2004. Shot by American photographer Steven Klein, a marketing push starring Rihanna will launch this fall.

So far, the entertainer has taken to **X** to alert her digital audiences. The June 18 post includes a photo of Rihanna in a brocade puffer jacket worn during her front-row appearance at Dior's most recent couture presentation in Paris this past January, accompanied by a picture of the classic J'adore perfume bottle, captioned, "The secret is out."

Parfums Christian Dior is truly delighted to welcome icon Rihanna, whose wide-ranging talents, remarkable beauty and universal appeal now embody the world of J'adore. **@Rihanna** dressed by Maria Grazia Chiuri.

Pierre Mouton **#DiorBeauty #DiorParfums #JadoreDior** pic.twitter.com/B8ipBRgkOH

Dior (@Dior) **June 18, 2024**

Rihanna is no stranger to working with Dior. She was named an ambassador nearly a decade ago, becoming the maison's first-ever Black celebrity ambassador after collaborating with the brand on an eyewear collection in 2016.

The mogul already has strong ties to Dior's parent company, thanks to the success of her LVMH-affiliated beauty brand, Fenty. She also appeared in a recent campaign from French fashion house Louis Vuitton (**see story**).

Having proven her ability to sell out product lines, the contractual agreement appears strategic at a time of downed sales

industry-wide.

Last month, Ms. Theron was named an ambassador for Dior’s jewelry and skin care products. Despite the major switch-ups, American actress Natalie Portman will stay on board as the face of the Miss Dior fragrance ([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.