

COMMERCE

# Actress Demi Moore joins Krastase as global brand ambassador

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*The business is linking up with an influential figure in Hollywood. Image credit: Krastase/Inez and Vinoodh*

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Luxury hair care company Krastase has recruited a new face.

Announced this week, American actress Demi Moore has stepped in as the maison's new global brand ambassador. The talent is being introduced to Krastase's audience via a new campaign lensed by Dutch-American fashion photographer duo Inez and Vinoodh.

"I have always admired Demi's remarkable presence, both on and off screen," said Amber Zak Yopp, global brand president, **Krastase**, in a statement.

"She embodies a rare combination of elegance, strength and authenticity that has inspired multiple generations; Demi is fearless not only in her iconic roles but in the way she embraces her individuality and shares her journey with honesty and grace," Ms. Yopp said. "Her legendary hair is more than just beautiful; it is one of her symbols of confidence and freedom."

"She champions the power of being true to oneself, advocating for self-expression and encouraging others to embrace their own stories; Demi truly reflects the spirit of the Krastase woman bold, empowered, and unafraid to let her story shine."

## New strand

Ms. Moore is a fixture of the Hollywood landscape and global culture, having won a Golden Globe, received a Primetime Emmy, earned an Academy Award nomination and been named to *Time's* 100 Most Influential People list.

Krastase credits a breadth of iconic hairstyles over the years, from a shaved head to her current long locks, for her appointment. The actress will soon appear in a global campaign promoting the company's refreshed Chronogliste; Inez and Vinoodh are behind the camera for this initiative.

[View this post on Instagram](#)

A post shared by Krastase (@kerastase\_official)

"I am truly honored to join the Krastase family as their Global Brand Ambassador," Ms. Moore said.

"My life has been shaped by love, growth, and new experiences and my hair has been with me through it all," she said. "I believe there's a unique energy in hair; it carries our experiences, our confidence and our individuality; for me, there's a real freedom in letting your hair simply be itself and allowing it to tell your story."

"That, to me, is what beauty is all about being authentic and embracing who you are I can't wait to share my new Krastase chapter with you all."

U.S. beauty brand Este Lauder announced English actress Daisy Edgar-Jones has joined its group of global brand ambassadors earlier this month ([see story](#)).

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