

Greta Lee Becomes Dior's Global Brand Ambassador

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Actress Greta Lee has officially been named a global brand ambassador for Dior under Jonathan Anderson's creative leadership. **Moreover**, this partnership highlights Dior's strategy of blending celebrity influence with modern fashion vision.

Recently, Lee appeared at the 2025 Venice Film Festival, wearing several Dior ensembles. **Notably**, she donned a custom black satin and green organza cocoon dress featuring an oversized bow. **Consequently**, her appearances drew widespread praise for elegance and bold style.

Significance of Lee's Appointment

Lee's selection represents the second high-profile celebrity collaboration under Anderson at Dior, following Mikey Madison. **Furthermore**, Dior emphasized her "instinctive elegance" and "remarkable, unique" presence as key attributes aligning with the brand's evolving vision.

Continued Collaboration with Jonathan Anderson

Previously, Lee worked with Anderson during his tenure at Loewe, featuring in multiple campaigns. **Therefore**, her new role at Dior continues their creative partnership, ensuring consistency in style and brand synergy.

As Dior prepares for Anderson's debut women's collection in Paris this October, Lee's appointment adds excitement. **Additionally**, her presence reinforces Dior's modern aesthetic while attracting global attention ahead of the runway presentation.

A Modern Fashion Influence

Greta Lee exemplifies the blend of red carpet sophistication and contemporary elegance. **Moreover**, her role at Dior symbolizes how fashion houses increasingly leverage celebrity ambassadors to connect with international audiences. **Ultimately**, Lee's ambassadorship positions her as a key figure in Dior's future campaigns.

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