

## Dior Appoints Mia Goth as New Global Brand Ambassador

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Dior has appointed British actress Mia Goth as its new global brand ambassador. This announcement precedes Jonathan Anderson's debut womenswear collection for the fashion house, set to unveil on October 1.

### Mia Goth's Appointment

The Paris-based luxury house revealed the news on September 18, 2025. They described Goth as "a bold, unique actress" who embodies a modern vision of Dior style. Her artistic choices and magnetic charisma align with Dior's commitment to contemporary femininity and elegance. Thus the decision reflects the brand's strategy to blend cinematic allure with high-fashion elegance for a contemporary audience.

Through this appointment, Dior reinforces its commitment to showcasing personalities who embody originality, boldness, and artistic vision.

### Rising Star in Hollywood

Mia Goth, 31, is known for her roles in films such as *Pearl*, *MaXXXine*, and *Suspiria*. Therefore she is set to star in Guillermo del Toro's *Frankenstein*, portraying the monster's bride alongside Jacob Elordi and Oscar Isaac.

### Dior's Strategic Ambassador Selection

Goth joins a growing list of ambassadors under Jonathan Anderson's direction. Previously, Mikey Madison and Greta Lee were announced as brand ambassadors. Therefore appointments reflect Anderson's vision for Dior's future.

### Anticipation for Dior's New Era

The selection of Mia Goth signals Dior's commitment to evolving its brand identity. Finally, Anderson's debut collection approaching, the fashion world eagerly anticipates the direction Dior will take.

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