

## Anya Taylor, Jisoo & Willow Smith Front New Dior Addict Campaign

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**Luxury house Dior** has unveiled a star-studded lineup of global personalities as the new ambassadors for its **Dior Addict** fragrance franchise, bringing fresh energy and diverse beauty perspectives to one of its most iconic beauty universes. The trio includes *Anya Taylor-Joy*, *Jisoo* of **BLACKPINK** and *Willow Smith*.

According to Dior, this eclectic group “embodies a new generation of Dior stars with contrasting styles of beauty and bold, unique character.” Each will represent one of three new Dior Addict scents crafted by Dior’s Perfume Creation Director *Francis Kurkdjian*.

### A Star-Power Trio With Global Appeal

**Anya Taylor-Joy** rose to international prominence through breakout roles in film and television, becoming a red-carpet favorite for her elegant presence and dynamic performances. Her inclusion highlights Dior’s cinematic and artistic sensibilities.

**Jisoo**, the South Korean singer and member of blockbuster K-pop group **BLACKPINK**, brings massive youth appeal and cultural influence worldwide. Her popularity in both fashion and entertainment continues to expand Dior’s reach to a global fanbase.

**Willow Smith**, a genre-fluid musician and creative force, rounds out the trio with her soulful artistry and fearless individuality, aligning with Dior’s commitment to authentic self-expression.

### Campaign Vision

Dior describes the campaign as a celebration of *carefree youth, self-expression and olfactory pleasure*, pairing the new fragrances—**Rosy Glow**, **Peachy Glow** and **Purple Glow**—with the brand’s renewed emphasis on vibrant, energetic visuals in campaign imagery.

The launch also ties the fragrance universe to Dior’s beauty offerings, including updated **Dior Addict Lip Glow Oil** shades conceived by Dior Makeup Creative Director *Peter Philips*, bridging scent and makeup in a unified sensory experience.

Behind the visual storytelling are bold, colorful photographs that aim to reflect contemporary ideas of *individual identity, transformation and joy*, making Dior Addict’s latest chapter both youthful and unmistakably modern

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