

FRAGRANCE AND PERSONAL CARE

# Dior J'adore enters next era with Rihanna

September 4, 2024



*Rihanna becomes the face of J'adore by Dior. Image credit: Dior*

---

By AMIRAH KEATON

After two decades, France's Dior Beauty is putting a new face to a signature fragrance line.

A force across both the music and beauty business, global pop star Rihanna now represents J'adore perfume, succeeding South African-American actress and former ambassador Charlize Theron, who has held onto the title since 2004. Directed by American photographer and videographer Steven Klein, Dior speaks to the modern-day value of major-name celebrity ad placements with an accompanying campaign film officially dropped on Sept. 1.

## **"Your dreams, make them real"**

Born Rihanna Robyn Rihanna Fenty, the Barbadian singer, businesswoman and actress transforms into a golden goddess as she guides one of Dior's biggest launches this year.

Dressed by creative director Maria Grazia Chiuri, the first woman tapped to lead Dior's design teams, Rihanna traverses the halls of the Palace of Versailles in Paris in a highly-anticipated campaign video.

Throughout, the brand's muse embodies the spirit of the eau de parfum she sports, emphasizing themes of self-love, confidence and femininity.

"Powerful, dazzling, and inspiring, Rihanna embodies the triumphant and free-spirited femininity of J'adore through the lens of Steven Klein," its caption reads.

"J'adore and Rihanna, a new golden dream begins."

*Rihanna stars in "J'adore, the film"*

The visuals offer a striking blend of the house's classic, sophisticated codes and the bold attitude for which the performer has become known, as Dior presents a picture of modernity framed in timelessness over the span of 60 seconds. Rihanna's introduction also coincides with the launch of J'adore L'Or, formulated by Parfums Dior creative director Francis Kurkdjian.

Compared to its predecessor, the updated scent involves richer, more intense aromas grounded by notes of orange blossom, grandiflorum jasmine and centifolia rose. Mr. Kurkdjian highlights the components that make up J'adore L'Or in supporting digital content.

"The gold of J'adore are its flowers and the quest for pure gold," Mr. Kurkdjian says, in the video.

"It is gold heated to such a temperature that the impurities evaporate," he says. "All the composition work was to both capture the aura of J'adore and not lose this common thread of all these flowers which are finally one.

"But at the same time, [we've tried to] infuse the idea of modernity and really keep a motif that embodies this idea of opulence, wealth, carnality and sensuality."

### Rihanna x J'adore L'Or

Rihanna's appointment was initially announced on June 18, 2024 ([see story](#)). The same social media post from the heritage label confirmed that a full campaign was soon-to-come.

This season, Dior is leveraging the J'adore spokeswoman's sizable online platforms crossposts from the superstar has been circulating steadily worldwide since August 29.

The connection exhibits the continued power of celebrity partnership, considering the unmatched levels of influence Rihanna has graced the maison with ([see story](#)).

your dreams

make them real. [#JadoreDior pic.twitter.com/GvB9Nv12pb](#)

Rihanna (@rihanna) [September 1, 2024](#)

As luxury brands navigate an increasingly diverse and dynamic marketplace, collaborations such as this one highlight the importance of evolving with the times while staying true to core values.

In choosing Rihanna as the face of J'adore, Dior not only reaffirms the fragrance as a symbol of status, but also positions it at the forefront of contemporary culture, ensuring its relevance for years to come.